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

NEW YORK — Albums by U.S. underground groups should be selling 50,000 to 60,000 in the U.K. by the start of 1970, predicts CBS president Clive J. Davis. At present, sales average about 10,000 per album, he said. "Contrary to many opinions, the U.K. market has neither had nor discarded the underground movement," he said. "They are on the verge of it. It is in the embryonic stage in Britain.

Davis cited a current Record Retailer (Billboard's sister publication in London) Top 30 album chart where CBS artists held 11 positions. "I believe that CBS is poised for the same kind of chart explosion in the U.K. that we are experiencing in the U.S. regarding underground music and artists. And this is—as we have experienced in the U.S.—a form of music that changes the complexion of the market place."

Davis believes that underground groups, with their reflection of the contemporary scene and social comment, have (Continued on page 94)

Filmation, RCA Pegging TV'er To New Group

By BRUCE WEBER

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

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

RCA plans to distribute at least two Hardy albums and an (Continued on page 94)

Radio Programming Forum Luring Foreign Representatives

By CLAUDE HALL

NEW YORK — Registrations for the second annual Billboard Radio Programming Forum at the Waldorf-Astoria Hotel, June 19-22, are pouring in from around the world and from a cross-section of the United States. Virtually half of the registrations come from program and music directors; the other half from station owners, general managers and air personalities. Indications are that there will be a much larger turnout of radio station managers than a year ago. Among the countries coming in are Peru, Canada, Brazil, Australia and Puerto Rico.

The first Forum drew about 500 broadcasters to New York last June. Its roster of speakers included such top radio notables as (Continued on page 8)

City's San Remo Takeover

By MARC MESSINA

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

The move, which takes the festival management from the concessionaire company which operates the San Remo Casino where the event is staged, and of its owner manager Ezio Radaelli, had been in the wind for some time (Billboard, Feb. 9). San Remo has decided to recall Gianni Rava to run the festival. Rava directed the event for seven years until he was replaced last year by Ezio Radaelli, who had become a majority stockholder in ATA.

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

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

McCann will appear at the Montreux Jazz Festival in June.

Pop Speaks Soft, Carries Big Stick

By MIKE GROSS

NEW YORK — Pop music is also bringing programming and chart play to such standards singers as Frank Sinatra, Andy Williams, Tony Bennett, Dean Martin, Eddy Arnold, Ed Ames, and comparative newcomers, Engelbert Humperdinck and O.C. Smith.

Instrumentals, too, are once again getting a share of the pop action. Among the instrumentals, sweeps with four albums each on Billboard's "Top LPs" chart this week. The steady sales of both Campbell's and Jones' LP's is attributed to the regular exposure they've been receiving the past several months on their weekly network TV shows.

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

Instrumentals, too, are once again getting a share of the pop action. Among the instrumentals, (Continued on page 4)
Kids go for it.

"SUGAR, SUGAR"

c/w "Melody Hill" #63-1008

THE ARCHIES'

latest single. Both sides from their new album, "Everything's Archie" KES-103.

Produced by Jeff Barry

©1968, Archie Comic Publications

Manufactured and distributed by RCA RECORDS
Kass, Nisbett! To Get Key MGM Posts?

LONDON—Reports here at week's end pointed to two Lon- don-based persons being named to top MGM execs moving to key posts at MGM in the U.S. Americana Publishing will be headed by sourcing sources, Ron Kass, recently with Apple Records and the Beatles organization, and he is a member of one of the key leadership in MGM Records in the States, and Ben Nisbett, who heads MGM Music Publishing here will be come head of the MGM music publishing organization in the U.S.

Also, it was indicated that MGM Records will ultimately move its headquarters from its current location in New York City to a much closer working relationship between the label and the film production center.

Neither Kass nor Nisbett were available for confirmation.

NEW YORK—The London report concerning Ron Kass moving to head MGM Records and Ben Nisbett to head MGM music publishing here was confirmed in line with recurring industry rumors here. Some trade sources expressed the opinion that the appointments will be confirmed at this week's MGM board meeting to be held at the MGM offices in Los Angeles.

However, at press time an MGM spokesman denied knowledge of any appointments to be made in either the label or the music division within the near future.

Dot Slogan, Comic Book Push on LP's

LOS ANGELES — Dot is using the slogan, "Funky & Freesky," to promote eight albums on the road this month and on past pages comic book as a consumer stimulus.

Product covered is by Fear Itself, Colours, Hamilton Street-cant, Count Basie, Teresa, Koss Close, Burl Ives, Redkite and Ike Cole.

On the Fortunate label, the company has released a single featuring Buddy Killen and Bon- nie Guitar, her first album. The two have been together since 1962.

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

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

While emphasis will be placed on the entire Decca country music roster, special attention will be paid to the release of 17 new albums by Decca country artists.


In addition, on a new LP album release, Decca will meet the burgeoning demands for country music and expanded tape product with the release of 42 pieces of new country produc- tion in 15 of the above-mentioned artists as well as Conway Twitty, Red Foley, Rick Nelson, Dinah Shore, Warner Mack, Buddy Holly, and the Wilburn Brothers.

To demonstrate the scope and importance of this promotion campaign, Decca has increased its field force of branch and dis- tricts managers to New York.

"A Truer Love You'll Never Find," is one of the singles in the release, and makes a transition as a 45-rpm to a vocalist.

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

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

Facing the singles field for RCA, which has a total of seven titles on the "Hot 100" chart among some of the new groups that RCA has been grooming for a pop breakthrough. The other RCA artists click- ing this week are: the Four Tops, the Supremes, and Ed Ames.

The RCA albums on the "Top LP's" chart, two are manu- factured and distributed by RCA (the original soundtrack of "Oliver" and the Monkees on Colgems and one by Elvis Presley is on the RCA Camden line). The others, topped by the original Broadway cast album of "Hair" in the No. 1 spot, are by Henry Mancini, Charly Pride, Elvis Presley, Jefferson Airplane, Nashville Brass, the Guess Who, Frank Zappa, the Indiana Monsters, and the Youngbloods, Eddy Arnold, Ed Ames and Glenn Yarbrough.

Monday (26) for an all-day in- doctrination seminar to familiar- ize them with the project.

In support of the "Decca-Land of the Country Giants" campaign, Decca plans an intensive and extensive advertis- ing schedule in all media-print, radio, and television, with a heavy press campaign.

In addition to advertising placement, Decca will produce a series of point-of-sale merchandis- ing aids which are available in quantity from all Decca branch- es. They include a "Decca-Land of the Country Giants" display kit, containing a 36-inch by 50- inch unit in colors suitable for window or counter display; acetate spirited, promotional lithos and special tape cartridge units. Special mailing will also be made to disk jockeys.

Full-color litho books spot- light the entire Decca country category and provide details of the Decca sales force, for use in contacting their respective accounts.

Stax's 2Mil. Meeting— Gets Fountain Distrib

MEMPHIS — The Stax com- plex of labels (Stax/Volt/Hit) rocked up with a 2 million dollar agreement to distribute the year's worth of records for the year. In addition, Jim Stewart, president of Stax Records, announced that the firm has taken over distribution of Fountain Record Co. of Chicago.

The Fountain Record Co. is owned by brothers Jeft Busil and Clavin Carter. According to Stewart, Butler and Carter

Texas Unaffected

LP Features Pappalardi as Prod & Artist

NEW YORK—Felix Pappa- lardi, independent record pro- ducer, has produced an entire album of an artist, for the first time. Felix Pappalardi is a self "officially" as an artist. The album, "Anima," has been released in addition to Pappalardi on bass, Lesley West, formerly with the Vagrants, is handling guitar and vocals, and N. D. Smart, for- mer drummer with the Hello Goodbye, is handling drums.

Mountain Pappalardi is under- standing the launching of the group via an extensive tour of one-night con- certs in major arenas and audi- toriums across the country by nickel admission.

Windfall Music, production- management - publishing com- plex, in which Pappalardi is a partner, is presently negoti- ating a releasing deal for the album. The group will be co- managed by Windfall, Shelly Finkel and Gary Kurfits.

"Aspen Summer" Is Off; Lack of Time

NEW YORK—"Aspen Sum- mer," the contemporary music festival scheduled to be held for two weeks in Aspen, Colorado, this summer, has been called off (Billboard, May 24). A festival organizational committee is now negotiating a releasing deal for the album. The group will be co- managed by Windfall, Shelly Finkel and Gary Kurfits.

Any rumors that Tetragramma- tion records will record the company, or that it will fold.

The label is planning to re- lease 40 albums and 100 singles in the year beginning June 1, spanning rock, pop, folk and sound track LP's. It has written orders for $1.5 million to cover its 1969-70 release—14 LP's—scheduled for June 1 release.

The label's product includes two double-LP packages by Cosby-Show. The first is a triple-LP original cast album of "The Great White Hope," and the second is a double-LP, "It's Not Unusual," by Murray Roman, Mark Slade, the Pentagons, and the Good Guys, Deep Purple, Quarrin, Carol Barnett/Martha Raye and "Chet," a soundtrack LP, with a score by Lalo Schifrin.

Cosby and CSC, Tetra's par- ent firm, will continue to particip- ate in each other's enterprises, with each company di- rectly involved in television and film projects.

The company owns 50 per cent of the soundtrack publishing rights to the upcoming contract with Warner Bros-Seven Arts, including two features staring bombs, "The Storks" and "Picasso Summer," has a score (Continued on page 94)

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

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

NEW YORK—Woodstock Ventures, Inc., a record dollar entertainment complex, has formally formed its concert of the Woodstock Music and Art Fair, a record labeling, a recording studio and music publishing firm, by forming Woodstock Ventures, Inc., in collaboration with Virgin Islands.

In naming Albert N. John Roberts, president of the organization, the corporate officers will be retired and include musician Art Kornfeld, Joel Rosenman and Michael Lang. Roberts will head the music end of the corporation.

Clicking Contracts, Give RCA a Hot Hand

NEW YORK—Sunbury Music, Inc., a division of Broadcast Music, Inc. (BMI), RCA's music publishing subsidiaries, continue to enjoy expanding sales and success on the charts and via hot copyrights by artists such as Marvin Gaye, Who, The Doozy Night, DeMullins, Ed Ames and staff writer Harry Nitzen.

Nitzen, who penned the score for Otto Preminger's film "Skidoo", and sings the theme song in the "Midnight Cowboy," starring John Voight, who has scored a hit over the past 18 months, collected credits for tunes recorded by Tammi Terrell, Winnie Carr, Harry Belafonte, Joe Feliciano and Mary Hopkin. His "Yesterday I Heard the Rain," lighted by Jack Jones, Andy Williams, The Hi-Numbers, Campbell, Lane, Carruth and the New Christy Minstrels. Nitzen is producer-composer for his singing and acting stint on "The Ghost and the Miss" TV series, and a forthcoming ABC-TV series, "The Courtyard of Eddie's Father."

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

McClure in Pop Groove

NEW YORK—John McClure, Columbia Records' masterworks, is branching into the contemporary pop music genre. McClure, a former director of music, produced the recordings of Leonard Bernstein and Igor Stravinsky, will produce the discs by the newly signed and Chicago group called The Flock.

The Flock, a seven-man group, is managed by rock musician, composer and recorded platinum record producer, Russi, who owns the rock club, Kinnick Playkround on Chicago.

Harpsichord Strikes New Notes in Music

CHAMPAIGN, III. — The harpsichord, brought into prominence by the late conductor, harpsichord virtuoso, Paul Mauriat, received what must be described as an unprecedented type of exposure last week when seven harpsichordists were accompanied by more than 10 various pieces of audio visual equipment in a four-and-a-half hour concert of computer-generated music entitled "HPSCHD," the computer-spelling for harpsichord, is available in a condensed version on Noneuch Records, a recording that allows for listeners to "participate" in the playing of the harpsichord's volume and lalh on the phonograph. The concept, a realization by avant-garde composers John Cage and Lejaren Hillier, both affiliated with the University of Illinois here, was held in the donated, 16,000-capacity assembly hall. The composers worked nearly two years programming the music by computers, using as a base, Mozart's "Introductio (Continued on page 59)
That's why we're not going to try to tell you a lot of great things about Spiral Starecase's new album, "More Today Than Yesterday."

We'll just tell you this.

If you liked Spiral Starecase with their hit single, "More Today Than Yesterday," you'll love Spiral Starecase with their hit album, "More Today Than Yesterday."

On Columbia Records.

You know a hit when you sell one.
Col.'s Promotional Powerhouse

NEW YORK — Columbia Records has put together the largest promotional staff in its history to computer more forcefully for the highly competitive pop/rock market. The staff, which is directed by national promotion manager John F. Rosica, is newly appointed and is charged with increasing Columbia's share of the market.

Rosica, who has been with Columbia for eight years, is known for his aggressive campaigns and has been responsible for some of the most successful promotions in the industry.

The new staff includes several key hires, including John H. Manelli as national audio/video promotion manager, Jerry Love as A&M Records' national video and audio promotion manager, and Harry Mann as national sales manager.

The new team is tasked with increasing Columbia's market share through a variety of promotions, including radio, television, print, and digital campaigns.

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CIF Productions, House of Lords Formed on Coast

LOS ANGELES — New music companies opening here include CIF Productions, a booking agency which will specialize in the emerging rock and roll market, and House of Lords and Catacomb Music.

The booking agency is being developed by a group of industry veterans, including former Warner Bros. Records executive Russ Edell, Ken Harvey (Milwaukee), Ken Fuscold (Seattle), Jack Perry (Pye), and Earl Rollins (Washington).

House of Lords Music and Catacomb are being run by Howard King, Gary Snow, and Tony Rondi, who are developing original material for blues singer Millicent Browne as one of their first projects.

In a similar new company venture, CIF Productions is planning to travel to Europe to set up distribution for a record label to be established by International Management Com- bine, Poncher and Bill Loeb.

Executive Turntable

continued from page 4

named sales manager, United Record Distributors, Inc., Chicago.

* * *

John F. Rosica appointed promotion and relations vice-president at Dot Records.

* * *

Ralph J. Vickers named Southern region manager for the company's electronic promotion operation in Atlanta.


* * *

Lyle Greenwald was appointed to the Basin Street East nightclub.

* * *

Andy Miele appointed sales and marketing director for Polydor, Inc.

* * *

Jeanne Greenberg was named administrative assistant of Bob Thiele's Flying Dutchman Records.

* * *

Lu Fields named West Coast operations manager, Polydor, Inc., acquired by MCA Records and for Polysar, packaging producers with acts and handling all ad work. Before Polydor, Fields was a sales and promotion manager and Gulf Pacific Industries, an independent record producer.

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Mike Mcelroy appointed sales and marketing director for Polydor, Inc.

* * *

Harry Mann appointed national sales manager, Columbia Records.

* * *

The newly formed National Music Group is named chairman of the company.

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Ameriline to Cetron For $6 Mil. & Stock

LOS ANGELES — Cetron Corp., blank tape manufac-
turer and duplicator, has ac-
quired Ameriline Corp., Chi-
cago, a subsidiary of Revlon, in exchange for about $6 million in cash and 50,000 shares of Cetron common stock outstanding.

The companies had an-
ounced an agreement in prin-
ciple earlier this week on April 30.

Ameriline manufactures plas-
tic products, with a major por-
tion of its $12.3 million sales volume coming from its overseas
(Dec. 31, 1968) coming from magnetic tape-related products marketed to the audio computer and data processing industries.

Cetron (GTD) has sales of $5,566,314 and net earnings of $667,081, or 60 cents a share on the 1,471,381 average number

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

For the three months ended
Jan. 31, 1969, net sales of Cet-
tron totaled $2,153,338 as com-
pared with $729,281 in the cor-
responding quarter of 1968.

Net income in the first quar-
ter of the current fiscal year was $235,844, or 17 cents per share on the 1,429,633 average number of common stock outstanding.

The first quarter results reflect the operations of Plastic Tape-Duplicators, which was acquired for cash in March 1968.

Sales High At Wurlitzer

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

Consolidated net earnings to-
taled $2,157,948, including non-
recurring income of approxi-
ately $300,000, equal to $1.70 per share. This compares with the preceding year’s total of $2,037,161, which also included non-recurring income of approxi-
ately $300,000, equal to $1.66 per share.

Consolidated sales were $61,099,512, compared with $59,852,399 for the preceding year, an increase of $1,257,113 or 2.1%, which was the highest in the 113-year history of the company.

Triangle Registers Qtrly. Profit Hike

NEWARK, N. J.—Triangle Indus-
tries, Inc., has reported in-
creases in both net sales and in-
come for the first three months of 1969.

Net sales rose 26 per cent to $40,092,000, compared with $31,846,000 for the similar pe-
riod of 1968. Net income after in-
terest totaled $889,000 in the first quarter, an increase of 64 cents per share up from $819,000, or 41 cents per share in the first quar-
ter of 1968.

Peak Marks Are Reported by ARA

LOS ANGELES—ARA GRP.
Serv., Inc., has reported record-
high total income, pretax in-
come, net income and in-
come for the six months ended March 28.

According to board chairman Divre Davidson, revenue rose to $276,775,000 and pretax in-
come increased to $13,823,000.

Net income after taxes rose to $7,563,000, equal to $1.70 per share, while operating profit margins increased to 4.99 per cent.

Disney Productions Declares Dividend

NEW YORK—The board of di-
corators of Walt Disney Pro-
ductions, at a special meeting Monday, declared a 17 cents a quar-
terly dividend of 7 1/2 per cent, payable July 1 to stock-
holders of record June 16.

AF Appoints Pine

NEW YORK—Arthur Pine As-
psects to the Audio Fidelity Rec-
tords to handle its corporate-fi-
nancial public relations for a na-
tional basis. Audio Fidelity be-
came a publicly-owned com-
pany in November.

20th-Fox Net Down in Period

NEW YORK—Net earnings for taxes for 20th-Century-Fox Film Corp. for the first three months of 1969 were $2,464,-

000 compared with the adjusted figure of $3,636,000 for the same period last year.

Net earnings for the three months amounted to 31 cents a share based on 8,006,108 shares, compared with 44 cents a share for the first quarter of 1968.

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Consolidated sales were $61,099,512, compared with $59,852,399 for the preceding year, an increase of $1,257,113 or 2.1%, which was the highest in the 113-year history of the company.

Equipment Co., Craig Merger

HOLLYWOOD — Craig Corp., the auto-home tape car-
tidge and cassette player manufac-
turer, has agreed to merge with Magnavox/Moviola Corp. The latter firm makes studio equipment for the movie and TV industries. Robert Craig will be president of the new Mag-

avox Craig Corp., effective date of the merger, which still needs a vote of the stockholders in June. Directors of the new

firms will be Craig, Sydney Rosenberg, and James E. Cross from Craig; Dickie and Madison and Harry Bluck, direc-
tors of Magnavox/Moviola.

Mogull to Issue Pride Song Folio

NEW YORK — Ivan Mogull Music Corp. will issue a Charley Pride song folio. The folio con-
tains not only 15 songs from Pride’s RCA’s singles and LP’s, but also features photographs and biographical background of Pride.

This folio follows Mogull’s recent folios, the Felicia Song Book and the Vagueness. The folio are distributed by West Coast Publications.

Creative Sound Will Handle Mark Prod., Charity Product

LOS ANGELES — Creative Sound Productions will distrib-
ute religious product by Mark Productions and Charity Rec-
ords. Mark Productions, owned by Martin Jones, is a four-year-
old company that has been in business one year.

Product will be distributed through Creative Sound’s inde-
pendent outlet which covers 3,700 gospel product dealers.

Initial product will carry the two company’s separate logos, but later releases will carry both the Creative Sound and second company brands.

Among the artists on Mark are Rev. Bob Harrington, Cam-
put Life Singers, Kap Landen, John Webb, Dean McClure, and the Welchford and Clair-
borne quartets.

Creative Sound’s artist roster encompasses the Dreambro-
dale Evans, Dan Harmon Singers, Dr. William Bright, the Spectrums of Sacred Sound, the Wedgewood, Emil Cedik Orch, Dr. David Hop-
er, Don Klein and the Bethany Quartet.

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

MAY 31, 1969, BILLBOARD
WELCOME ABOARD
THE UNI HIT WAGON!

JOHN FRED AND HIS PLAYBOY BAND
with their new smash single!

"SILLY SARAH CARTER"
The Greatest of the Greatest Hits programs.

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

In May, we started our biggest GH program ever. Featuring GH albums and tapes by our top artists in every musical category including Pop, C&W, Rock, Jazz, etc. Product that's already started to sell itself. Just look at what '69 has in store for you.

First with the best of GH releases.

ROBERT GOULET'S GREATEST HITS
My Love, Forbid Me
What Kind of Fool Are You
Leaves Us
The Impossible Dream
This Is All Love and More

Volume II
Tony Bennett's Greatest Hits
Including:
For One More Day
My Life
Your Smile
A Time for Love
Gentle Rose People

RAY CONNIFF'S GREATEST HITS
Somewhere
My Love
Invisible Tears
Memories Are Made Of This
A Wonderful Happiness Is and More

The Buckinghams' Greatest Hits
Including:
Kind of a Drag
Mercy
Mercy
Sweet Rock 'n' Roll Again
Lavender Lady

Bernstein's Greatest Hits Vol. 2
New York Philharmonic
Somewhere
Rumbera
Swanee
The Ride of the Valkyries
The Moldau
The Shadow

ANDRE KOSTELANETZ' GREATEST HITS
Including:
The Shadow of Your Smile
Some Where My Love
Bliss
Sweet Dance
On the Trail

STONEWALL JACKSON'S GREATEST HITS Vol. 2
Including:
Proverbs and Reflections
The Roundelay
A Little Bit of Heaven
High Self Stamp Hit Geranium

MONK'S GREATEST HITS
Straight
No Chaser
South Street
Waterfall
Blue Moon

CARL PERKINS' GREATEST HITS
Blue Suede Shoes
Tatum the Blue
Daddy Song Blues
Mean Woman Blues
Honey, Don't

E. POWER BIGGS' GREATEST HITS
Bach: Toccata and Fugue in D Minor
The Little Fugue
Nineteen Awakening Maniac:
The Caruso and the Streetcar
Classical Variations
Water Tocatta in F
From Variations on America
and More

BILLY WALKER'S GREATEST HITS
Come a Little Bit Closer
Forever
Cross the Bricks at Midnight
Call It If It Please You and More

LIBERACE'S GREATEST HITS
Mozart Concerto
As Time Goes By
Desert Song
Beer Barrel Polka
It Always Rains in Brooklyn
and More

CARL SMITH'S GREATEST HITS Vol. 2
Eaded Line
Angel Eyes
Way

The Chuck Wagon Gang's Greatest Hits

This World Is Not My Home

Available in 8-track stereo tape cartridge
Available in 4-track stereo tape cartridge
Unavailable in 4-track mono reel tape
First with composers’ Greatest Hits albums.

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

Specially priced two record gift sets.

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

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

JOHNNY’S GREATEST HITS (J. MATHIS)
CS 8841/18 10 0109/CQ 1035
MARTY’S GREATEST HITS (M. ROBBINS)
CS 8841/18 10 0095*
JERRY VALE’S GREATEST HITS
CS 8775/18
RAY PRICE’S GREATEST HITS
CS 8866/18 10 0094*
PAUL REVERE AND THE RAIDERS’ GH
KCS 9440/18 10 0104/CQ 1021
BOB DYLAN’S GREATEST HITS
KCS 9463/18 10 0220/CQ 1019
ARETHA FRANKLIN’S GREATEST HITS
CS 9777/18 10 0105
JOHNNY CASH’S GREATEST HITS
KCS 9478/18 10 0564/CQ 940
THE BYRDS’ GREATEST HITS
CS 9516/18 10 0080
THE MORMON TABERNACLE CHOIR’S GREATEST HITS, VOL. 2
MS 7066/18 11 0072/MQ 972

Better business
comes from better
merchandising aids.

You give your customers listening
pleasure, and they’ll give you what you
want. And just to guarantee it, we’ll
give you lots of support to go with it.
A complete program of rack fixtures,
major display pieces, local advertising
kits and more advertising dollars to
make it all work together.
Here are some of the best-selling singles of all time in check-list form. Use it as a handy inventory sheet or as an order form to send in to your local distributor. Another first designed for your convenience.

- 4-33011  A WHISPER ON THE WIND
- 4-33012  A WHISPER ON THE WIND
- 4-33013  A WHISPER ON THE WIND
- 4-33014  A WHISPER ON THE WIND
- 4-33015  A WHISPER ON THE WIND
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- 4-33112  A WHISPER ON THE WIND
- 4-33113  A WHISPER ON THE WIND
- 4-33114  A WHISPER ON THE WIND
- 4-33115  A WHISPER ON THE WIND

The Greatest Hits are on Columbia Records
Tape CARtridge

Stereo City's Franchise Plan on Road

By EARL PAIGE

CHICAGO — Stereo City, Inc., will use a $6,000 demonstration trailer to open a series of stores across the U.S. this summer under a national franchising program. The first store will open in Sarasota, Fla., Stereo City is advertising for franchisees in eight Southern and Midwestern cities: Sarasota, South Bend, Indianapolis, Indiana; Rockford, Ill., and Milwaukee.

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

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

The plan consists of:

• Market surveys to determine the best location. Requirements include parking on three sides and the installation of two installation bays, and a free-standing building. Existing stereo specialty stores associated with Stereo City moving the facility if necessary.

• Advertising soliciting franchisees are placed until a suitable location is found.

• Franchisees are trained and must be capable of handling installation and repair on equipment; or willing to be trained.

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• Franchisees are trained and must be capable of handling installation and repair on equipment; or willing to be trained.

- The Englewood, an AC or battery-operated auto-home cassette recorder featuring Pana- jeet, an automatic slide-in, pop-up cassette system whereby the tape is removed and replaced, and automatically pops up for faster, simpler changing. The Englewood produces 2½ watts of peak music power, and carries a list price of $64.95.

- The Constellation and the Orbotone, the latter with built-in AM/FM, stereo and karaoke systems, are slide-rule and push-button controls. Both produce 20 watts of peak music power, and carry a list price of $124.95.

- The Westwood, like the Englewood, operates on either house current or batteries, but comes with an AM/FM radio. A single lever controls the operation for recording, playback, rebroadcast and rearward. Retail price is $99.95.

Munzy' Volume Release
To Test Classical Market

LOS ANGELES — Munzy Stereopako is "experimenting" with a limited pilot run to sell classical tapes. The duplicator has released 15 titles from the classical library, emphasizing this merchandise in its company-owned store in the San Fernando Valley.

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

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

National sales manager Don Boban would like to develop a monthly classical release program. "A lot of the Munzy dealers on the West Coast are setting up classical departments for the firm," Boban said. College students seem to comprise a major portion of this buying audience.

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

The $5.98 Angel product is being purchased by the same persons who buy classical albums, so in essence the music attracts the established buyers for a neophyte listener. The classical cartridge buyer is a quantity purchasing buyer who selects from six to 12 titles at a setting.

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

Liberty Giving Cases New Look

LOS ANGELES — Liberty Stereo has introduced its 8-track and cassette cases to feature a black front instead of white as previously featured. The cases are designed to allow the cartridge's four-color artwork to stand out more.

The 8-track cartridge cases now offer a reprise of the front cover artwork plus complete programming information. The new design also features a new feature the title and the artist: previously the artist had greater graphic impact. The back space is given to program sequencing.

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

Kraco Into the Player Field

LOS ANGELES — Kraco Products, audio accessory manufacturer, intends to enter the player field with a line of auto cassette and 8-track units.

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

The Compton-based company plans to expand its dealer operation to meet the growing specialty outlets to supplement an established auto-stereo network, said Larry Kraines, sales vice president.

Kraco will also set up a distributor network of about 60-70 representatives across the U.S. to handle the nine model line of auto cassette and 8-track units. Kraines said a national warranty program will be established for new warranty stations a warehouse plan for the Midwest area to supplement an existing facility at the company's 100,000 square-foot complex in Compton.

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

The Kraco line includes a straight 8-track (KS-700) at $69.95 (list); an 8-track with speakers (KS-800) at $79.95; a de luxe 8-track with speakers (KS-888) at $99.95; a 4 and 8-track compatible unit with speakers (KS-408) at $109.95; and a auto cassette unit with speakers and microphone (KS-999) at $199.95.

Kraines said the company is introducing four models at the consumer electronics shows in May and June.

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

There are many open reed to be earned on. There are many open vaults in the same manner.

The N.A. is generally in the same manner.

"As for records, televisions, telephones, all sorts of things, we're not interested. Our stores will be specialty tape outlets.

A Natural Idea

Levin is well aware that open franchised tape specialty stores was a natural one. "We had all our stores here reporting on daily sales report forms and all data coordinated on IBM. We knew we could service out-of-State outlets just as easily as our own here and we can offer the advantages of our centralized buying, promotion and advertising.

Our outlets will carry everything from the lowest end to the highest end. There are many open vaults in the same manner. We can offer the advantages of our centralized buying, promotion and advertising.

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

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

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

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

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

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

We'll be looking forward to meeting Dick Stultz at the Gold Key Inn, Orlando, Wednesday, May 31st, from 10 in the morning until 10 at night.
Jet Stereo

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

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

 Lear pulled the home unit of the line from Lancaster, a Motorola distributor, and Afco Distributors in San Francisco, with marketing-merchandising campaigns formulated at the company's offices here.

 Ronald Osborne, formerly with the Motorola distributorship in San Francisco, will direct Jet Stereo's six-man Northen California operation.

 Initial promotion for the San Francisco operation will be "Clean Sweep," a trade-in gimmick, in promotion of Lear's jet ZX 4 and 8-track compatible unit (A119) at $89.95/$99.95. Jet Stereo will give consumers $20-$40 on a 4-track trade-in for Lear's 4 and 8-track compatible unit.

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

 With much of the Lear promotions geared to the young adult market, Conlanio will take television time on teenage-type programs, including "Kitty City" and "Grovvy," where Jet Stereo uses portable readers ($49.95 and $79.95) as contest giveaways.

 Stimler to Organize a Tape, Videotape Cartridge Combine

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

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

 The new tape and videotape firm, backed by a group of Wall Street investors, is negotiating for distribution for a line of 12 cassette and 8-track cartridges, according to Stimler.

 Four have been produced and the rest are in production.

 Stimler said that Optronics will engage in buying rights for audio and visual products for home use devices. He felt that the nation was gearing for a major expansion in consumer use of videotape products and that Optronics would be ready when it came.

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

 RCA's Two New Caddies

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

 The home caddy is of brown leatherette, trimmed in Florentine gold with self clasp. It is in the form of a book, with a vacuum formed insert to provide an individual space for cartridge and to make it out of the caddie easier. It holds up to 9 cartridges, and has a list price category of $5.95.

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

 AN UNBEATABLE MINI-8-TRACK TAPE PLAYER

 AT A NEW LOW . . . LOW . . . PRICE!!

 FOR CAR - BOAT - CAMPER or PLANE

 Suggested Retail Price — $29.95

 HERE'S WHAT EVERY 8-TRACK OWNER WANTS:

 1-Fine Tuning
 2-12 Transistors
 3-10 Watts Per Channel
 4-Automatic Start
 5-Automatic Channel Changer
 6-Die-Cast Chrome Front
 7-Dust Protector Cartridge Door
 8-Manual Change Selector Button
 9-Tilt-able Mounting Bracket
 10-Fits Most Glove Compartments

 CALIFORNIA AUTO RADIO, INC.
 12229 SO. WOODRUFF AVE., DOWNEY, 90241, CALIF.
 TEL: 213-923-9847
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 NAL Opens 3 Wings in New Policy Plan

 NEW YORK—North American Leisure Corp. is opening branch sales offices with warehouse facilities in Los Angeles, Dallas and Atlanta to expedite its new high-speed product delivery policy.

 According to NAL president Larry Finney, this policy assures customers of a 24-hour fulfillment of orders.

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

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

 As reported in last week's Billboard, Finney now owns 100 percent of NAL following his buy-out of the $5.5 percent interest in his company, previously owned by Omega Equities Corp.
But soon the days of sand and shovels,
Gave way to the mysteries of life.
Then I noticed she was changed,
And I looked at her through different eyes.

Don Cherry
"The Days of Sand and Shovels"
(Monument 45-1147)
Norelco Study: Male Is Buying Boss; Dept. Stores Sales Key

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

The study, dealing with recorders priced $30 and up, also documents the recent popularity of self-contained systems, according to Wybom Semmelink, vice-president in charge of the division. Semmelink noted cassettes and cartridges—including 4- and 8-track equipment—accounted for 42 per cent of all tape recorder sales in 1968; this compares to 17 per cent in 1967. Additionally, cassettes comprised two-thirds, and portable units 58 per cent, of all 1968 cartridge-type sales, he added.

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

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

One Only Store

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

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

In 1969, Norelco announced that, two-thirds of all brand decisions are made at the point of purchase. He attributes this, in part, to strong advertising and promotion in each store and presell the consumer. He cited Norelco's heavy ad spending in each store to strengthen the brand name and generate traffic and sales for dealers.

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

A further breakdown disclosed the sales influence of all tape recorder sales is self-purchase. The remaining are split between 6 per cent for teen boys, 14 per cent for wives and 12 per cent for teen girls.

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

Muntz Deal With Audio Fidelity

NEW YORK — Muntz has concluded a deal with Audio Fidelity Records to manufacture a full line of six- and four-track ACFLAIR cartridge of 4-track cartridges. It's a non-exclusive contract. AF expects a release of its product by Muntz early in the fall.

Sports Education Cassettes

Push Bell & Howell Units

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

The initial offering, "Julius Boros' Professional Golf Lessons," is being test-marketed in Philadelphia, Miami, Chicago and Los Angeles. The 13 separation 5-minute blank tapes are packed with a 40-page booklet, coasters, and 15 cassette sets ($14.95) or on one cassette ($9.95).

The tapes, available only through Bell & Howell, will be sold in conjunction with the company's hardware line. The cassette package is being produced by Nightingale-Conants, Chicago.

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

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

Esposito Develops Machine to Cut Label Work on Pkgs.

CHICAGO — Manufacturers and duplicators of prerecorded cassettes can avoid excess inventories of software caused by the necessity of having to label packages in large quantities. A new machine that automatically labels both sides of the cassette simultaneously has been developed by Electronic Engineering Corp. here, allowing manufacturers to label product as it is manufactured.

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

Don Esposito, vice-president, research and development, said the five-year-old firm is working on a similar machine for foil labels, where the supply is developed by methods to automatically print graphics that use color separation.

Esposito, according to Esposito, has been involved as a consultant with Ampex, Bell & Howell, Zenith, Motorola and other firms. The firm has two labeling machines, the Cassette 60, an smaller Cassette 20, which will handle up to 6,000 cassettes per shift.

RCA Ships 250,000 Copies Of Catalog to Distributors

NEW YORK — More than 250,000 copies of its "Stereo Chart 8 Story," RCA's 130-page full-color Stereo 8 catalog, were shipped to distributors in its first month of release. According to Mort Hirschman, manager of the recorded tape advertising and promotion, this means that de- mand during the first month's release was for about 25 times the initial demand for the previous catalog, which eventually found its way to more than a million consumers. RCA's catalog, with almost 800 titles, contains product from the following labels: RCA and play or stop, Motorola's consumer products division has named Lee Distribution, Chicago, as the exclusive sales representative for consumer products, Jerry Benton, manager of RCA's Consumer Electronics Division, announced. Their services will include seven products at the Consumer Radio Show. These products include a FLAIR tape recorder with AM/FM radio (model 7843) retail at $99.95; an early AM/FM/FM stereo radio (model 4889) at $69.95; a stereo recorder (model 7620, record/playback, at $99.95; a cassette recorder (model 7609) at $34.95, an AM/FM stereo modulator unit with speakers (model 9297 at $59.95; AM/FM stereo modulator unit without speakers (model 4336) at $69.95, and a AM/FM stereo table radio (model 4332 at $59.95.

RCA is also soliciting new dealers to bolster its line with additional Cassette and audio automation units this summer, with special emphasis on cassette and audio automation units North America has expanded its Los Angeles branch to larger of five quarters at 1800 Beverly Boulevard. The company's former headquarters will be retained at the service department for home entertainment and calculators. Product, Tokuo Sakamoto is the Los Angeles branch manager for sales and service.

Cassette Map division of Eastern Specialties Corp., Mount Arlington, N. J. is introducing an equipment package that will complete a line of universal plug-in radios for use with all 4 or 8-track tape players. It lists for $19.95. Other, more expensive units include a DC power supply for use with 12- or 24-volt vehicles or a flat chrome speaker (DES-100) at $95.95. From FilaTrac's sales representatives in Rockville, Md., and Toledos, Ohio. He'll headquarter in Plymouth, Mich, Robert, Los Angeles, has added three sales representatives by its tape recorder and audio accessory lines. Roy O'Donnell Co. of Denver, covers Colorado, Idaho, Montana, Nevada, Nebraska, New Mexico, Texas, Utah, and Wyoming. Penn- nel Frankel of Bala Cynwyd, Pa., covers New Jersey (southern) and Pennsylvania (eastern). Multi-Carrier of Northern California covers Nev- ada and all of northern Cali- fornia, Jim Cominsky moves to Baltimore as sales manager for the northeast and Pat McGeeour succeeding Cominsky as sales manager in Philadelphia.

New Billboards Out by RIAA

NEW YORK—An updated version of the RIAA billboard, "RCA's Stereo Chart 8 Story," containing revisions approved Feb. 17, is now available for free requests to the Record Industry Association of America, 1 East 77th Street, New York, N. Y. 10022.

The Sign of the great reading

MAY 21, 1969, BILLBOARD
BOOKER T. & THE M.G.'S
"The Booker T. Set" STS 2009
EDDIE FLOYD
"Rare Stamps" STS 2011
JOHNNIE TAYLOR
"Rare Stamps" STS 2012
JOHN LEE HOOKER
"That's Where It's At" STS 2013
WILLIAM BELL
"Bound To Happen" STS 2014
ALBERT KING "King, Does The King's Things" STS 2015
THE STAPLE SINGERS
"We'll Get Over" STS 2016
EDDIE FLOYD
"You've Got To Have Eddie" STS 2017
THE SOUL CHILDREN
"Soul Children" STS 2018
CARLA THOMAS
"Memphis Queen" STS 2019
STEVE, POPS, ALBERT / "Steve Cropper, Pops Staples, Albert King jammed together" STS 2020
OLLIE & THE NIGHTINGALES
"Ollie & The Nightingales" STS 2021
RUFUS THOMAS / "May I Have Your Ticket Please?" STS 2022
JOHNNIE TAYLOR / "The Johnnie Taylor Philosophy Continues" STS 2023
VARIOUS ARTISTS
"Boy Meets Girl" STS 2-2024
THE MAR-KEYS
"Damn If I Know" STS 2025
J. J. BARNES & STEVE MANCHA / "Rare Stamps" VOS 6001
DARRELL BANKS
"Here To Stay" VOS 6002
JIMMY HUGHES
"Something Special" VOS 6003
THE BAR-KAYS
"Gotta Groove" VOS 6004
THE MAD LADS / "The Mad, Mad, Mad, Mad Lads" VOS 6005
STEVE CROPPER / "With A Little Help From My Friends" VOS 6006
MAVIS STAPLES
"Mavis Staples" VOS 6007
THE EMOTIONS
"So I Can Love You" VOS 6008
THE GOODIES
"Candy Coated—Goodies" HIS 7002
KNOWBODY ELSE
"Knowbody Else" HIS 7003
ISAAC HAYES
"Hot Buttered Soul" ENS 1001

Also available on 8-Track Stereo Cartridge Tapes and Cassette from your STAX/VOLT distributor.
Hendrix, Cat Mother & Miles Turn Garden Into a Rock Roost

NEW YORK — A Madison Square Garden-style flower show, complete with herbal drumming by the organ, plus Jim McCarty's mad dashes of Miles's electric guitar guaranteed the group's earliest rock performance. The instrumental group, which consists of three members, performed for the first time at the Garden last night. The show was designed to give the group a chance to perform in front of a live audience, and it was a huge success. The group's debut was a massive hit, and they were immediately booked for more shows.

Talent

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

Who Show Why, How They're Best

NEW YORK — The suspects, who embarked on a Whip's first show at Fillmore East on May 17 handily demonstrated that those of Steppenwolf's recent intensity are the best performing veteran rock group around. While other rock units of the early '60s have broken up or dropped personal appearances, Steppenwolf have become better and better.

For the first time here, Peter Townshend didn't resort to ending the show by shattering his guitar's neck. He's an exciting performer, he doesn't need this device any more. However, it was impossible to imagine Townshend in the Fillmore East, assembling the set from which he chose his songs, without a complement of drums. The drums are as big a part of the Steppenwolf sound as jingles and horns.

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

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

He carried one snare drum onto the stage and played it. Before the show ended, this drum and a cymbal were sent flying.

Perhaps the most remarkable aspect was that it went off at all. A fire gutted the adjacent street level on the morning and caused the May 16 second show to be switched to the afternoon of May 18, but except for a Sociology marquee, there was no damage to Fillmore East. Daltry and Townshend also had a problem with a Plainclothesman due to the fire, but it didn't hamper their superb performances.

The Who is now one of the most powerful bands in the country. FRED KIRBY

Taylor/McKendree Two Topflight Acts

NEW YORK — Two exceptional folk-style voices contributed to a topflight show at the Garden on May 16, Taylor and Fran McKendree. The latter also had strong instrumental support from other members of his Deca group. McKendree Spring wasTaylor, accompanying himself on acoustic guitar, relied heavily on material from his debut album, "The Harder You Pull," for "Something in the Way She Moves," "Something's Wrong," "Sunshine Sunshine," and his single, "Take It Easy." The last was one of his many highlights.

He went gospel in "People Can't Win," an instrumental in "Oh, Susannah," a rendition of "Something's Wrong" and tender "The Best," in "Something in the Way She Moves" and "Sunshine Sunshine." Taylor also sang the Coca-Cola commercial and a bluesy interpretation of "Take it Easy." Taylor's easy banter also buoyed his performance.

McKendree Spring is one of the top young folk units around. In McKendree, the group has a vocalist with a Tom Hardin sound. Mike Dreyfus is one of the most talented of young musicians as on Marquee, viola and tenor. Add solid wood with an electric, Martin Slusky and bass guitarist Larry Tucker and McKendree Spring has a sound with a bright future. McKendree played acoustic guitar.

The group also relied heavily on its debut album with the bluesy "No Regrets," and the folk hit, "Sunshine Sunshine." He made out, "I Can't Make It Anyway" also utilized a steady folk theme. The faster "If the Sun/Should Rise" was another good number from the Deca.

Utley Tours With Artists

NEW YORK — Bill Utley, president of Reb Fouer Associates, which was making its first appearance in Scandinavia, Amsterdam and London in connection with the tours of Steppenwolf and Dog Day Night. This marks Three Dog Night's European tour. Steppenwolf is set for television appearances in Belgium, Basle, Rome, as well as concert performances in Stockholm, Arhus and Copenhagen.

While in Copenhagen, Utley has scheduled Bent's Music to form plans for a four-date engagement in the Scandinavian countries for Three Dog Night. In London, Utley will hold meetings with representatives of the Harold Davidson Agency, the BBC, members of the European press and IMM.
Brubeck's Oratorio a Bright Light in Jazz-Classical Music

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

Brubeck's lengthy work imaginatively utilizes jazz and more standard classical elements, while the text is mainly drawn from the Bible. Musically, the strong est part is the choral writing, and the Miami chorus was perfect in its handling of the material. The jazz-oriented sections added to the work's impact. Hale's portrayal of John the Baptist local performance both vocally and interpretatively. The jazz sections included improvisations by Brubeck at piano and by members of the Symphony Jazz Band, again wonderful. Hale and Brubeck are old friends. Brubeck is a Columbus area native, oratorial, any crowd pleaser, drew an enthusiastic audience response. Brubeck, Hale and the Miami chorus will accompany the Cincinnati Symphony in a new tour when the oratorio also will be performed.

Rich Little, the Cincinnati's music director, opened the program by conducting Nielsen's "Symphony No. 4." (Unexciting!), which he has recorded with the orchestra for FRED KIRBY

World Series Of Jazz Set

SAN ANTONIO — The first World Series of Jazz will be held here in the Theatre for the Performing Arts on Monday (22) at 8 p.m. The appearance of Jim Cullum's Happy Jazz Band against the World's Greatest Jazz Band of Yank Lawson and Bob Haggart.

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

Cullum's Happ Jazz Band was formed seven years ago and is composed, in addition to Cullum Sr., of Jim Cullum Jr., Gene McKinney, Cliff Gillette, Curly Williams, Harvey Kindervater and Wilson Davis.

The Nice Booked For a U. S. Return

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

In the meantime, the Nice is riding high with their current album "Longo Vita Breez" on Immediate Records (distributed by CBS).

Signings

Brother Jack McDuff signed a long-term contract with Blue Note, where his first album will be produced by Lew Futterman of Concert House Productions. Inner Dialogue to Rainwood... Bill Cowill signed an exclusive production and recording contract with Leonard Sogol & Associates, Inc. He will be producing on F.E.L./Flair, where his debut album will be issued on the F.E.L. religious label. Tommy Willis signed with Jubilee through George McGregor of Gee Mac Productions. Willis first single is "I Found a Woman," released in February... Composers Ed Ward and Chris Dwyer have signed with James Byrom for personal management. Boxer Jerry Quarry signed with the Charles Stern Agency for exclusive representation...

Talent

From the Music Capital of the World (DOMESTIC)

Mary Holiday, who has been backing up numerous Memphis recording acts, is now recording with Elvis Presley, B. B. King and others. Holiday, who has been booked to work on several additional sessions with Jeanne Green, Donna Summer,Again Pinnaman from Florence, Ala. They work out of a large studio complex called Muscle Shoals.

Phillips Jr. is now a producer-engineer for Dave Hassinger & Associates. He worked for Son Rec Record and Holiday Inc Record Co., as a producer before going to the West Coast. He is now playing in Memphis for the Monster for the Summer Stock Organization. Hassinger is also producing in Memphis for other labels.

A husband-wife team from San Francisco, have been working on a series of albums for Hi Record Co., under the segis of producer Willi. Russell & Judy Cus, president, and Quinton Coons, who recently have completed a production session on James Carr, have signed an artist, Continental Artists, has booked an engagement.

She signed Olle Johnson to a weekend club in Memphis will play the Gold Room at Shann...

JAMES D. KINGSLY

NEW YORK

Atco's Led Zeppelin, Ca. Woody Herman's band, Buddy Deane's Xanny & Friends and Billy Eckstine's Follies are new for May 22 to 24. Barbara Mec- nitzk comes in New York this week for meetings on her debut album. Henry Diltz and the Joe Cocker Band are playing a three-week engagement at the Rainbow Grill on Monday through Friday. The St. Jerry Blues Band headlined Cincinnati's City Club on Friday (23) and Saturday (24). Atco's Vanilla Fudge plays the House of Blues in Orlando on Friday (10); Diamond Club Beach Resort in W. S., on Saturday (11); Chicago's Kinetic Play- ground, in June & August; and Billboard's B. Och's has gone completely underground. Then he was always underground, probing R&B in Soul Sauce and reporting the rock scene from Fillmore East. Ed's crisp writing and sharp insight will go heavy and inside, and under the "new" music in Billboards...

Billboard's Ed Ochs

In June

Say You Saw It in the Billboard
'A' is for Apple, 'Z' is for Zapple.

Introducing Zapple, a new label from Apple Records.

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

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

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

So we've done something about it.

This something is called Zapple.

What's Zapple about?

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

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

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

What will Zapple cost?

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

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

The first 2 Zapples will be out May 26th.

One's by John Lennon and Yoko Ono. It's called 'Life with the Lions: Unfinished Music No.2'.

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

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

Where to buy Zapples.

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

---

*In U.S., price is optional with dealer. Distributed by Capitol Records Distributing Corp.

I'm interested in 'Zapple', could you please let me know what you'll be up to next before you get up to it.

Name.
Address.

Send this coupon to JACK OLIVER
1750 NORTH VINE
HOLLYWOOD, CALIF. 90028
from Vanguard.

Joan Baez  David's Album  VSD 79308
Buffy Sainte-Marie  Illuminations  VSD 79300
Country Joe & The Fish  Here We Are Again  VSD 79299
BUFFY SAINTE-MARIE

COUNTRY JOE & THE FISH

HERE WE ARE AGAIN
COUNTRY JOE & THE FISH
Earrings Turn Hard—Now Easy to Hear

NEW YORK—Battling equipment difficulties, the Golden Earrings indicated they have heavy talent in the hard rock vein. The Polydor quartet opened their show at Unga-o’s on Tuesday (20). Blown fuses cut numbers three times, while the organ was virtually inoperable. The instrument, borrowed from Joe Cocker and the Grease Band seemed to afford that act no difficulties. Cocker, an A&M artist, filled the room with electricity as his dynamic vocal style span out such numbers as “Let’s Go Get Stoned.”

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

making the Dutch unit their first single act.

Both sides of the single were offered, including “It’s Alright, But I’m Afraid I Could Be Better.” As in most of the material, Rinus Gerritsen stuck to his bass guitar rather than taking solos. He also handles the vocals, but the fine rock sound came through.

Barr Hay provided strong lead vocals and also fine flute playing. On the other numbers he handled rhythm guitar. Lead guitar was well handled by George Kooyman, who assisted on vocals, while Jaap Egermont was solid on drums. The song “I’m a Devil Servant” was a good softer number. On this one, Gerritsen tried the electric piano.

The opening, “Good Times,” set the tone for the evening. The hard rock was exceptional. The organ wasn’t used. A blown fuse derailed the show just on the closing “Eight Miles High” was the unit able to finish, although playing without keyboards. Hay and Kooyman provided the only vocals, while Gerritsen has an excellent solo on bass guitar. This group can yet make an impact here; their new style certainly suits them.

FRED KIRBY

Alice Cooper Tour Begins in Nevada

SALT LAKE CITY — Alice Cooper, five-man Straight records group, begins a cross-country tour on Tuesday (3). Dates include New York’s Felt Forum on Friday (6) and Saturday (7); Denver, Colorado; Las Vegas, Nevada; and Los Angeles, California.

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

Freddie Cole Set For Chicago Hotel

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

He follows the Chicago book in an eight-week stay at the New Inn, Okoboji Lake, la., starting July 25.

Gardens Rock Roost

* Continued from page 23

psychedelic beauty. His fierce, almost seductive recreation of the guitar’s personality, in alto- g狂 ined featured in his act as he hums the instrument by raking it across the microphone stand, playing it disintertwinedly behind his neck, and playing with his palm up the volume till it whirls out in pain and, finally, pipping a string and discarding it altogether. With Noel Redding on bass and Mitch Mitchell on drums, the Jimi Hendrix Experience is one that every rock nut should have sooner or later.

ED OCHS

Talent

Davis, 30 Other Performers To Appear at Jazz Festival

SAN DIEGO—Sammy Davis Jr. and about 30 other performers will appear in a “jazz by the bay” festival here June 21-22 in the International Sports Arena.

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

“Jazz by the Bay” is scheduled as part of a series of activities here which will include a jazz workshop at San Diego High School and jazz sessions featuring local talent in San Diego parks and schools.

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

The first scheduled workshop for June 22 will be a 24-hour concert with the Young-Holt Trio Unlimited, Ahmad Jamal, Peggy Menifee, the Young-Holt Trio and the Earl Torres Youth Symphony.

Also scheduled to perform during the festival are the Fabu- lous Impressions, Shelly Manne, the Clara Ward Singers, Herbie Hancock, Brian Ralston, Labra Ross, Bob Bell, Bill Evans and the San Diego State Jazz En- semble.

The festival is produced by Jim Lien, president, and re- cirector of the Monterey Jazz Festival, and sponsored by the National Endowment for the Arts and the San Diego State Music programs in Education in conjunction with San Diego’s 200th anniversary.

Low-Priced Concerts Star Elektra Acts

LOS ANGELES—Elektra Records will showcase its artists on a new series at the Aquarius Theater here July and August. Run- ning Aug. 21-22, the series has a tentative ticket price of $2 each.

Elektra acts are scheduled to perform are the Doors, Spider John Koerner, Judy Collins, Phil Ochs, John Denver, Roy Black, Phil Ochs, Painted Faces and the band of the day.

Elektra also will rent the Aquarius Theater for a special concert Monday (26) with the Incredible String Band. This con- cert will be sponsored by the Congregational Church of Los Angeles Theater, which holds more than 800 seats, as well as the Hullabaloo Club and later Ke- lidscope. Alan Emig, a West Coast booking agent for Elektra, will handle sound for the concerts.

Campus Dates

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

Capitol’s Cannonball Adderley performs at Rutgers University on July 18.

The Queens (N.Y.) College Golden Center Concert Series for 1969-70 includes violinist Isaac Stern, tenor saxophonist Al Cohn, the Detroit Symphony, Nov. 1; London pianist Vladimir Ashkenazy, Nov. 8-9; pianist and composer Eddie Palmiere, Nov. 13; and the Ginger Baker, Jan. 3; bass master Martin Talvela, Feb. 14; cellist Jann Starmer, March 14; orchestra conducted by Sinfinio de Campo, March 28; and Rotterdam Philharmonic, April 25.

September dates for United Artists’ Josh White Jr. include the Barnsdall (Ala.) College, Sept. 14; Idaho State University, Sept. 15; College of Idaho, Sept. 19; Boise State College, Sept. 23, and University of Idaho, Sept. 28.

MAY 31, 1969, BILLBOARD
THE AMERICANS' DREAM COMES TRUE....
(Now they've got a third smash single from their great hit album)

HUSH A BYE

#50535

JAY & THE AMERICANS

United Artists Records
COMMERCIALS

Warwick & Legler Join Bulb Set

By CLAUDE HALL

NEW YORK — Warwick & Legler Inc.—which handles such accounts as Seagram liquor brands, Beck's Beer, Chooz, American Can and Times—has wrapped up a TV commercial for the Holland Bulb Association. The animated cartoon strip shows bulbs of various varieties growing, such as the Prince Charles and the Queen of Sheba—will to music, reports creative director Bob Miller of Warwick & Legler. The music will probably be cued on this commercial. On a recent Beck's beer commercial, Warwick & Legler used music from Corelli Jacobs Film Music Inc. that was composed by Kurt Reichfeld—specifically two music selections called "In the Tyrol" and "Vienna Rendezvous." Miller said he hoped to get Warwick & Legler deeper involved in the creative aspects of music in commercials. Just recently joining Warwick & Legler from BBDO where he was an associate creative director. Miller has a varied background emphasizing both copywriting for advertisements and music. With another copywriter named Bill Conklin, Miller wrote a musical play in 1964 called "Oh, Say Can You See" that ran six weeks in New York. To illustrate his belief in music, he pointed out that in his 12 years at BBDO, they'd come up with the Schaefer Beer commercial tune and used it for the past eight years. "That's the secret—if you have a good jingle you can stay with it indefinitely and keep attacking it with fresh ver-

Phillips Deals New Hot Hand

By RON BATISTE

LOS ANGELES — What do movies, records and beer commercials all have in common? The answer—Stu Phillips, one of Hollywood's most successful and prolific arrangers, producers, composers—and now a top commercial writer. Phillips, 35, and originally from New York, recently completed work on a series of Hamm's Beer advertisements for J. Walter Thompson, the giant New York advertising firm. Also among recent commercial credits is an Eldon Toys series. And while all of these were going on, the graduate of the Eastman School of Music, Fred, N. Y. University's "Follow Me," arranged "Through Spray Colored Glasses" for Dino, Desi and Billy, and scored the movie, "Run, Angel, Run." He is working on two other films—"Gay Deceiver" and Commonwealth/United's "The Big Blast," starring Peter Lawford. For the beer commercials, Phillips said most of his work consisted of hiring already in the public domain for a small combo. Ad copy was used rather than lyrics.

The return to commercials ends a seven-year hiatus for Phillips. The last time he wrote ad music was in 1962 when he scored the Yuban Coffee presentations. Among others he did earlier were General Times, Herbert Tareyton cigarettes, and O & H's. He is now an independent producer and has no contract with any studio. His records have been produced on several labels. He plans production of a special on the rock singer, Sagid Khan. Phillips already has produced one of Khan's albums. Phillips would not say exactly how much time he spent on his projects—"Some notes come easier than others"—but he said arranging was easier than composing original music. He credits his big break in music to Milton Berle. Berle hired Phillips as a music copyist for the "Texaco Hour" on TV out of scores of other applicants. He added this would not be his last venture into commercial music scoring; he expects to be more active in the medium.

Commercials Living Formed by Farrell

NEW YORK—Wes Farrell, head of an independent record producing and advertising firm, has established a subsidiary for producing commercials that will be known as the Commercial Management Group Inc. The Wes Farrell Organization's publishing wing—Pocket Full of Tunes—has two songs now being aired as commercials: "Indiana Lake," which was a hit for the Cowills on MGM Records, and "Muguet de Bons," which was especially written for Coty. As a producer, Coty is performed by the Brooklyn Bridge, a group that Farrell produces for Buddah Records label. The Coty tune has been on the air since about May 1 and Farrell states that "public reaction to the song has been so enthusiastic that a demand has been created for a single. Coty's re-

Ad Notes

By CLAUDE HALL

Radio-TV Editor

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

The national Tafanis and the national New TV spot for Levi's were voiced-over by KYA, San Francisco, air personality Johnny Holliday. Louis T. Fasch of Dancing Fitzgerald-Sample was awarded the Gold Key of the Station Representative Association here May 20 at a luncheon, Ira Neil Tenenbaum of the Year award went to Robert E. Turner of McCann-Erickson. . . . Jean Jacques Perrey, whose electronic musical effects are heard on numerous TV shows, has released a new album. Ira Alkaline, produced by Howard Cowell for the William Eusty Co. and Halio Shampoo, produced by John Blumenthal, also of William Eusty Co. Both will be aired heavily in radio stations. In a series of 23 ten-second-to-one-minute spots, the first in the 21-year history of the U. N. organization.

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Renfrew Rides Via Capitol Department

By ELOI TIEGEL

LOS ANGELES—Renfrew of the Groupies is the lead character in a running series of 120 second radio spots promoting products manufactured by Redi-Tech, distributed by Capitol's pop merchandising department.

The Renfrew spots are designed to create a comical serialization type of commercial. "Our approach is akin to a soap opera," explained Al Davis, a former broadcaster who is now the label's pop product merchandising manager and its chief commercial creator. Davis and Farley Smith, an associate, began writing the series one month ago, and the first six spots have already played in the markets, including a progressive rock station in Salt Lake City. Each commercial tells a "story" of the famed policeman starting out in search of something and running into a "groupie" (a sexually liberated female) who hangs around with rock musicians. The emphasis is all on a soft sell approach, but

(Continued on page 48)
Kapp records takes pride in introducing a distinctive new international star

THE EXCITING
JOHN ROWLES

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

KAPP ALBUM #KS-3597
THE "NOW" CONFERENCE
FOR THE RADIO INDUSTRY

2ND ANNUAL RADIO PROGRAMMING

JUNE 19-22 WALDORF ASTORIA HOTEL, N.Y.C.

SPONSORED BY BILLBOARD

THE AUDIENCE
PROGRAM MANAGERS
STATION OWNERS AND MANAGERS
DEEJAYS
RECORD COMPANIES
AND EVERYONE INVOLVED WITH INCREASING EFFECTIVENESS AND IMPACT OF RADIO

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

STATION TYPES
AM & FM
LARGE, MEDIUM, SMALL RURAL, METROPOLITAN

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

THE PROGRAM

THURSDAY, JUNE 19
12:00 noon-8:00 p.m.
REGISTRATION
3:30 p.m. - 8:00 p.m.
EXHIBIT— "Sounds of the Times"

FRIDAY MORNING, JUNE 20
8:00 a.m. - 12:00 noon
REGISTRATION
9:00 a.m.-12:00 noon

Session 1
The Dynamic Power of Radio
a. The Future of Radio—Decline, Growth or Stagnation
- John Q. Mills, President, Radio Advertising Bureau
New York, N. Y.
b. How and Why Radio Must Help Stem Deterioration of City Life and Commerce
- (To be announced)
c. The Vital Impact of Proposed Copyright Changes on Radio and the Record Industry
- Harry Stern, General Attorney
CBS
New York, New York

LUNCH
12:00 noon-2:15 p.m.
EXHIBIT— "Sounds of the Times"
2:15 p.m.-5:30 p.m.

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

Session 2
Finding the Hit Records
a. Checking Music Popularity in Your Market and Resulting Air Play
- Norman Wain, Vice-President, Secretary
Norwich & Sandy Corporation
General Manager: WRKX-1260 and WDKX-FM
Cleveland, Ohio
b. Record Popularity Charts in Magazines and Newsletters—What Value Are They?
- Don Draves, Director of Charts and Reviews
Billboard Publications
New York, New York

Session 3
Building Your Audience With On-The-Air Promotions
a. What Practical Results Can On-The-Air Promotions Achieve for a Station?
- Howard S. Kester, Vice-President, General Manager
AVCO Radio Corporation
San Francisco, California
b. New Promotional Ideas—The Winners and the Losers
- Charles R. Parker, Vice-President and Program Manager
Radio Station WDRC
Harford, Connecticut

Session 4
The Need to Look at Your Station Objectively
a. The Danger Flags That Indicate You Need to Make a Change
- David R. Klemm, Director of Marketing and Operations
John Blair and Company
New York, New York
b. A New Way to Look at the Impact of Your Station—The Brand Rating Index
- John E. Allen III, Ph.D., Vice-President
Brand Rating Research Corporation
New York, New York

Session 5
Top 40 Programming
a. Top 40 Radio Dating
- Bill Stewart, Operations Manager
WMON Radio
New Orleans, Louisiana
b. What Variety of Music Should Top 40 Program to Complete Successfully?
- John Borders, Group Program Manager
Texas State Network Owned Stations/and Network
Fort Worth, Texas

Session 6
Achieving Greater Impact With a Small or Medium Market Station
a. The New Records—Keeping Up With and Deciding Which to Play
- Rue Fralin, Program Director
WMOR Radio
Norfolk, Virginia
b. Competing With Major Stations Reaching Your Market
- Jack Murphy, National Program Manager
Susquehanna Broadcasting Co.
York, Pennsylvania
5:30 p.m.-7:00 p.m.
EXHIBIT— "Sounds of the Times"

SATURDAY MORNING, JUNE 21
8:00 a.m.-9:00 a.m.
EXHIBIT— "Sounds of the Times"
9:00 a.m.-12:15 p.m.

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

Session 7
Selecting Records for Air Play
a. Picking the Records—Who Should Select Them and What Criteria Should Be Used
- Drane Johnson, Program Director
Radio Station KOWB—Halcon, Inc.
Minneapolis, Minnesota
b. How Do You Pick the Best LP Cuts?
- Pat McMahon, Program Director
KRZ Radio
Phoenix, Arizona
Session 8
Where Country Music Rules Today
Jim Harison, Program Director
Radio WFDE
Sondeling Broadcast Company
Long Beach, California
b. Programming a Modern Country Format
Jack Gardner, Program Director
"KBOX Radio
Dallas, Texas

Session 9
How Important Are Personalities to the Station
a. What is the Difference in the Skills Required Today for the Successful Personality?
Allan M. Newman, Program Director
KSFU Radio
San Francisco, California
b. How Do You Handle Personalities Effectively—The Super Personality, the Over-the-Hill Deejay, etc.
Richard F. Carr, Vice-President and General Manager
WIP Radio
Philadelphia, Pennsylvania

Session 10
Outside Aids to Help Programming
a. Using Production Aids Effectively—ID Singles, Sound Effects, Tradeouts, Show Promotions
Don Bruce, Vice-President
Albrecht International
Division of Pepper & Tanner, Inc.
Memphis, Tennessee
b. Beyond Demographics—A New Research Approach of Completely Targeting Your Audience (Psychographics)
Frank Magid
Frank Magid Associates
Cedar Rapids, Iowa

Session 11
Developments in FM Radio
a. What Are the Prospects for FM Profitably Competing With AM?
Lyne A. Christian, President
Douwson Communications Inc.
Dallas, Texas
b. Two Success Stories of FM Programming
Peter V. Taylor, General Manager
WBUR—Northeast Broadcasting
Boston, Massachusetts
Robert Pucetza, Owner-Manager
"KREP
Santa Clara, California

SATURDAY AFTERNOON, JUNE 21
12:30 p.m.-1:30 p.m.
LUNCH
1:15 p.m.-2:15 p.m.
EXHIBIT—"Sounds of the Times"
2:15 p.m.-5:30 p.m.
CONCURRENT CONFERENCE SESSIONS
These five sessions are concurrent. Each session will be held in a separate room and repeated. Every registrant will select two of the five sessions, attending one at 1:15 p.m. and the other at 4:00 p.m.

Session 12
Middle of the Road Listening
a. How Contemporary Can Your Sound Be Without Chasing Listeners Away?
Donald L. Shaffer, Program Director
"WTAE Radio
Pittsburgh, Pennsylvania
b. Music vs. Personality—Determining How Much and What Kind of Each
Buzz Lawrence, Deejay
"KHOW Radio
Denver, Colorado

Session 13
"The Day I Dreamed I Was a Program Director"
- "..."
- What the Deejays Would Do
Dick Bennett, Deejay
"WCFL Radio
Chicago, Illinois
b. What the Record Promotion Man Would Do
Wade G. Pepper, National Country Sales and Promotion Manager
Capital Records Distributing Corporation
Atlanta, Georgia
c. What the Advertiser Would Do
Harry Sax, Vice President, TV-Radio Services
Ted Bates & Co., Inc.
New York, New York

Session 14
New Direction in Music
a. The Growth of Progressive Rock as a Music Format
John Detz, Station Manager
"WABC (FM)
Detroit, Michigan
b. The Broadening Listener Appeal of R&B Music
Al Jefferson
Radio Station WHIN
Baltimore, Maryland

Session 15
What Programmers and Deejays Should Know About Advertising
a. The Changing and Different Demands of National vs. Local Advertisers
Ben Holmes
Edward Petty & Co., Inc.
New York, New York
b. How the Local Station Can Creatively Produce Better Commercials
Larry R. Ryan, Program Director
"LIM Broadcasting Corp.
"HEEL Radio
Shreveport, Louisiana

Session 16
Setting Record Policy at a Station
a. A re-examination—Should the Personality Pick His Own Records
Lee Sherwood, Program Director
"KFLD Radio Station WPIL
Philadelphia, Pennsylvania
b. Deciding on Frequency of Playlist Additions and Play of Oldies vs. Top Records
Bill Sheridan, Program Director
"KVEZ, New Haven
(a Division of Kope-Montenga Communications)
New Haven, Connecticut
5:30 p.m.-6:30 p.m.
EXHIBIT—"Sounds of the Times"
6:00 p.m.-7:00 p.m.
BILDBOARD OPEN HOUSE AND COCKTAIL RECEPTION AT THE BILLBOARD OFFICE AND ROOF TERRACE

SUNDAY MORNING, JUNE 22
10:00 a.m.-11:00 a.m.
CONCURRENT CONFERENCE SESSIONS
These two Sessions are concurrent. Each session will be held in a separate room. You will hear on tape the music described by the speaker, giving you a first-hand experience of the kind of sound that is happening now or will be breaking on the music scene.

Session 17
New Trends in Modern Music
Frank Zappa
Bizarre Productions
Los Angeles, California
Peter Yarrow
Peter, Paul & Mary
New York, New York

Session 18
Innovations in Sound Introduced by Creative Recording Approaches
Phil Ramone, Executive Vice President
"A & R Recording Inc.
New York, New York
11:15 a.m.-12:15 p.m.
ROUND TABLE CONFERENCE DISCUSSION—CONCURRENT SESSIONS
These five discussions are concurrent. Each will be held in a separate room. Each registrant will select one subject to attend. Each room will be set with round tables with ten people per table. Under a discussion leader, every group of ten persons will exchange ideas and experiences on prepared questions, relating to various aspects of the subject. The discussion approach will permit every registrant to discuss his individual problems and to gain a host of new ideas from success stories—and failures—of stations throughout the country.

Session 19
Developing Teamwork at Station to Achieve Programming Goals
Ahn Nam, Program Director
"KTSX Radio
San Antonio, Texas

Session 20
Deciding on Time, Frequency, Kind of News Coverage
Buddy McGreger, Program Director
Radio Station KNXZ
Houston, Texas

Session 21
How to Attract the Housewife Listener During the Day
George Williams, National Program Manager
Southern Broadcasting Company
Winston-Salem, North Carolina

Session 22
What Variety of Music and Non-Music Do Teens Want to Hear
Bob Todd, Program Director
"WAXE Radio
Louisville, Kentucky

Session 23
Keeping Up With and Evaluating the New Record Releases
Barry E. Gaston, Operations Director
"KFN Radio and KSH-FM
Wichita, Kansas

SUNDAY AFTERNOON, JUNE 22
12:45 p.m.-2:15 p.m.
LUNCH
GROWING SIGNIFICANCE OF COMMUNITY INVOLVEMENT FOR RADIO—PROGRAMS OF ACTION
AWARDS FOR COMMUNITY INVOLVEMENT
BILDBOARD PRESENTATION
2:15 p.m.-4:00 p.m.
EXHIBIT—"Sounds of the Times"
Radio-Television

WWRL-Does Its Thing-Well

NEW YORK—WWRL's goal is to be the type of rhythm and blues radio station from which those who love the music can hear the latest hits that they like and the station's program director, Jerry Boulding, says in an interview. The station's audience "is not for those who don't listen to the kind of music that we play," he adds. "Our music is a lot different from the type of music played on the other stations, and we're trying to please the listeners who like that type of music."

WWRL, which is a part of the ABC network, is located in an area of Harlem where it has its own "mini-studio" and its own records. The station's format is "all jazz and blues," says Boulding. "We play a lot of old records and we try to keep the station alive by playing new records as well." The station's audience is primarily black, but it also attracts a large number of white listeners. "Our audience is diverse," says Boulding. "We try to cater to all ages and all types of listeners."

WWRL's programming includes a variety of shows, including a news show, a talk show, and a music show. "Our programming is designed to appeal to a wide range of listeners," says Boulding. "We try to provide something for everyone." The station's audience is primarily black, but it also attracts a large number of white listeners. "Our audience is diverse," says Boulding. "We try to cater to all ages and all types of listeners."

Randal’s Mod Plan in Phase 2

By ELIOT TIEGEL

LOS ANGELES—Programming consultant Ted Randal has entered "phase two" in his re-structuring of his newest client, KFI. Randal cleared channel NBC affiliate.

The 47-year-old local station, one of the executive's big projects in the country, is being modernized by Randal. The assignment calls the executive a "programming doc."

Randal has an enduring feel- ing for the 50,000 waiter since he grew up listening to its programs and has a heart for changing the station's sound into a contemporary property.

KFI was formerly a holdout in block programming, featuring a variety of local shows and the Los Angeles Dodgers. Baseball for a signal on which the city's airwaves were not clear to the audience, has provided KFI's management with good ad bill- ing and a solid image. But in entertainment, the music re- ects this.

Randal says this is the first time in the station's history that it has been structured with a "famous sound." "Personality entertain- ment was the key factor," he says and his present lineup of air voices, reflects this concept. Randal covers the 24-hour day, from the morning show to the all-black night. He is the host of the "Randal Show," which runs from 10 a.m. to 1 p.m.

"I am attempting a 50-50 balance between my personal- ity programming and the programming with the personalities able to show off their mental capacities.

Jay Lawrence has emerged as a new comic personality in the morning, the grandson of the famous Joe Boulding. His act is lively and enjoyable, and he is able to keep the audience entertained for hours.

"Another aspect of our programming is the "Guides Them Back" feature. Lawrence is a leading expert in the field of comedy and has a keen sense for finding the humor in everyday situations. He is able to bring a fresh perspective to the material he presents, which adds to the enjoyment of the audience.

Boulding was born in New York in September, 1968, and he studied at Duke University. Boulding has worked on WYNY in New York, WABX in Cleveland, WLYI in Pittsburgh, and KICK, Kansas City.

WWRL checks a total of 91 retail record stores and from this data "projects" where a record will be a potential seller. The station's approach is different from the approach taken by other stations, which is to use the amount of airplay. The reason for this doing, Boulding said, is "that listeners have probably already bought the No. 1 record and are tired of hearing it on radio." All records are keyed with second-to-vocal to facilitate production.

Though the aim of the station is to appeal to all listeners, its goal is to be a black-oriented station. For this, Boulding has beefed up the black music department and involved local black community. It produces the "Profiles in Black" series famous Negroes the air on other stations. "We're out to be a class black station," Boulding said. "We spent $15,000 for our jingles so we can have the best personality to play our records."

Boulding came to WWRL in September, 1968, from WABC in Baltimore, where he'd served as program director for his own station. He said he joined the station because of its programming triumverate which comprised the Executive Bishop, Randal Lundy, and Jerry Boulding. The assignment was enticing, he said, because it would give him the opportunity to work with some of the best in the business.

Recently, the station has widened its focus to include music from other genres, such as rock and roll. "We want to appeal to the people who listen to music on the radio," Boulding said. "We're not just trying to please the black community."

According to Boulding, the station's music is "not just black," but rather a mix of various genres. "We're trying to appeal to the people who listen to music on the radio," Boulding said. "We're not just trying to please the black community."

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Boulding was born in New York in September, 1968, and he studied at Duke University. Boulding has worked on WYNY in New York, WABX in Cleveland, WLYI in Pittsburgh, and KICK, Kansas City.
IN A POPULAR RECORD SHOP...

CAN YOU BELIEVE WHAT'S STANDING NEXT TO ME??

GEE!! WHAT A FINE ALBUM.

FAR OUT!

FAR OUT!

COURTESY BOOTH 10 MIN.

FAR OUT!

FEAR TRIBES!
AND DJP's
GOT IT!
FAR OUT!

GEE!
WHAT A NEAT ALBUM!!

FLASH ON
THIS BRO'

TERESA
Collog's
Speaking of colors...

Kellie Greene

Color her classic!

Color her jazz.

Color her Kellie Greene

Later that evening, Alvin has scored...

Colors?! Far out!

I'd love to Alvin

2 tickets to the Count Basie dance. Wanna go, Jane??
UMBRELLAS OF CHERBOURG
THE GRADUATE
ROMEO & JULIET
THE FOX
SWEET CHARITY
& 6 MORE
MOVIE GREATS.

LET'S PICK UP THAT
IKE COLE
ALBUM AFTER
THE COUNT
BASIE DANCE.

SWELL!

GO ALVIN!

YAY!

STANDING OVATION
COUNT BASIE

LET'S GO
DOWN TO AJAX
AND GET THAT
ALBUM...
Hey! I used to live on Pleasant Street when I was a kid too!

Good old Pleasant Street

Meanwhile...

MELTS IN YOUR MIND.
YOU'VE GOT A MOLE UNDER YOUR LEFT ARM JUST LIKE MINE!!
YOU MUST BE MY MISSING BROTHER!!!
ALL THE REALLY NEAT ALBUMS FEATURED IN THIS SUPER COMIC ARE NOW AVAILABLE AT YOUR LOCAL DOT DISTRIBUTOR...

*AVAILABLE ON STEREO-8 CARTRIDGES & Cassettes, too!*
**Positions Open**

No. 1 Radio station in top-20 market seeks first-line, altitude, 24-year-old personality. Will travel extensively. 

**Needed for Summer**

Any persons available to work with professional万吨 College of Broadcasting? 

**Variety Attractions, Inc.**

George Hoffert

3000 S. 10th

Zanesville, Ohio

**Music Liberation needed, WBYV, 1430, 1530, 820, Chicago, Illinois for new program director.** 

**Hairy-Rock**

Due to recent promotions, station is looking for an experienced announcer to add to our exciting weekend newscast. 

**Chicago-based company wants an experienced and professional resume.**

**Note to all applicants: If you are unable to provide a resume due to material in a bus number, please indicate this in the address proper for that address.**

**Major market opportunities in immediate need of an experienced and knowledgeable young market personality with production skills.** 

**New York City**

Sales and Production Manager. 

**A different kind of station.**

**Positions Wanted**

First line drive, No. 1 station in the top 20 market. 

**Radio-Television Mart**

This column is dedicated to the professionals in the field of radio-television and music. 

No. 1 position open at-20 market. 

**WHA-AM**

Inexperienced, but is ready to fill the position of an experienced, well-qualified announcer. 

**First No. 1 station in top-20 market.**

**Chinese company wants an experienced and professional resume.**

**Note to all applicants: If you are unable to provide a resume due to material in a bus number, please indicate this in the address proper for that address.**

**Major market opportunities in immediate need of an experienced and knowledgeable young market personality with production skills.**

**New York City**

Sales and Production Manager. 

**A different kind of station.**

**Positions Wanted**

First line drive, No. 1 station in the top 20 market.
Radio-TV programming

Programming Aids

Programming guidelines from key, centersettling radio stations, including
Best Leftfield Lists, Biggest Happenings, and Biggest Leftfield Happenings.

HOT 100

New York (WOR-FM)
Sebastian Stone, Program Director
BP: "No Matter What You Say, Ar-"
BR: Extremely Superb, Moonlight Memories, 1967, Vol. 1
RLCS: "Love, Take a Chance on Me."

Abbeville, La. (KROF)
Joe Martin, Program Director
BP: "Faro, On a Super Moon at One," Herry Manchak.

Albany, N. Y. (WSUA)
Keith Moore, Music Director, Personality
BP: "No Matter What Signs You Are."
RLCS: "Run to Me, Run to Me."•
RLF: "Turn On, Tune In, Drop Out."
RLSF: "Faro, On a Super Moon at One."

Baby Doll, Long Island (WBSA)
Alvin Jeffries, Music Director, Personality
BP: "Good Morning, Stamford."
RLCS: "Love, How About a Hug Today?"
RLF: "Carroll, Son of Joseph, This Is Good Morning."

Baltimore, Md. (WWMX)
John Miller, Program Director
BP: "Hite," Desmonde de Beer.
RLCS: "Rainy Jane." Neil Diamond, "Duo."
RLF: "I Can Love You, Etc."

Boston, Mass. (WOR)
J.D. Simmons, Program Director
BP: "You're a Sweetheart," Harold Allen, "Baby Doll,"
RLCS: "Don't Let Me Be Lonely,"
RLF: "Don't Let Me Be Lonely."

Brooklyn, N. Y. (WOR)
Larry Spence, Music Director
BP: "Want to Be a Rock Star,"
RLCS: "Get Ready for the Rock "n Roll Show."
RLF: "I'm in the Ghetto." Elvis Presley.

Chicago, Ill. (WLS)
Jay Williams, Personality
BP: "My Green is Green," Roy Drusky.
RLCS: "If You Don't Know What's Going On,"
RLF: "I Don't Want to Go Back,"

Cincinnati, Ohio (WVX)
Bob O'Brien, Personality
BP: "My Green is Green," Roy Drusky.
RLCS: "When You're Mine," Eddy Arnold.
RLF: "I Don't Want to Go Back,"

Cleveland, Ohio (WCLF)
Joe Parise, Program Director
BP: "Rollin' on," George Jones.
RLCS: "Flip, We're Having a Party."
RLF: "I'm Gonna Love You,"

Denver, Colo. (KGNU)
Richard Mitchell, Program Director
BP: "Quit Ind. (WXLW),"
RLCS: "Rollin' on," George Jones.
RLF: "I'm Gonna Love You,"

Detroit, Mich. (WABC)
Tom Kegel, Program Director
BP: "It's a Thousand Miles Away," Simon and Garfunkel.
RLCS: "Rollin' on," George Jones.
RLF: "I'm Gonna Love You,"

Easy Listening

Beverly Hills, Calif. (KTTK)
Bob Clarke, Personality, Music Director,
BP: "You're a Sweetheart," Harold Allen,
RLCS: "Don't Let Me Be Lonely," Harold Allen,
RLF: "I Can Love You, Etc."

Erie, Pa. (WEDR)
Bob Miller, Program Director
BP: "Do You Know How Much I Love You,"
RLF: "I Can Love You, Etc."

Fordham, N. Y. (WMRC)
John William, Personality
BP: "My Green is Green," Roy Drusky.
RLCS: "If You Don't Know What's Going On,"
RLF: "I Don't Want to Go Back,"

Jacksonville, Fla. (WJAX)
John Jeffery, Personality
BP: "It's a Thousand Miles Away," Simon and Garfunkel.
RLCS: "Rollin' on," George Jones.
RLF: "I'm Gonna Love You,"

New York (WABC)
Bob Miller, Program Director
BP: "Do You Know How Much I Love You,"
RLF: "I Can Love You, Etc."

Northwich, Conn. (WCCN)
Bob Milam, Program Director
BP: "It's a Thousand Miles Away," Simon and Garfunkel.
RLCS: "Rollin' on," George Jones.
RLF: "I'm Gonna Love You,"

San Francisco (KNBR)
Mike Burton, Asst. Program Director
BP: "Taking a Chance on Love,"
RLF: "I'm Gonna Love You,"

Springdale, Ark.
Don Hughes, Personality
BP: "I Need You Now,"
RLF: "I'm Gonna Love You,"

Springfield, Mass. (WSPR)
Bud Clark, Program Director
BP: "Yesterday When I Was Young,"
RLF: "I'm Gonna Love You,"

Pittsburgh, Pa. (WQED)
Jim Walker, Personality
BP: "I Can't Ever Be with You,"
RLF: "I'm Gonna Love You,"

San Antonio, Tex. (KSDA)
Koke Henson, Program Director
RLCS: "I Did It," Aretha Franklin.
RLF: "This Is the Time," Aretha Franklin.

San Francisco, Calif. (KQF)
Dick Storer, Program Director
BP: "Getting Better,"
RLCS: "KQF, San Francisco, Calif.
RLF: "The Lord's Prayer."

Syracuse, N. Y. (WFMY)
Larry Sleeper, Music Director
BP: "Tomorrow, Tomorrow,"
RLCS: "You Have a Friend,"
RLF: "Oh Happy Day."

Troy, N. Y. (WXYT)
Mike Balk, Music Director, Personality
BP: "Stompin' at the Top of the Stairs,"
RLF: "Marvel Premire, This Is Joe pelvic.

Washington, D. C. (WNAV)
Larry Shuler, Personality
BP: "They're Just Like Us,"
RLCS: "Ronnie Spicola, The Arbeit.
RLF: "I Can Love You, Etc."

Brooklyn, N. Y. (WABC)
Larry Shuler, Personality
BP: "Stompin' at the Top of the Stairs,"
RLF: "I Can Love You, Etc."

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RLCS: "Rollin' on," George Jones.
RLF: "I'm Gonna Love You,"

Cleveland, Ohio (WCLF)
Joe Parise, Program Director
BP: "Rollin' on," George Jones.
RLCS: "Flip, We're Having a Party."
RLF: "I'm Gonna Love You,"

Columbus, Ohio (WCAH)
Simon and Garfunkel.
WCLF: "Grades in the Classroom."

Pittsburgh, Pa. (WQED)
Jim Walker, Personality
BP: "I Can't Ever Be with You,"
RLF: "I'm Gonna Love You,"

Pittsburgh, Pa. (KTTK)
Bob Clarke, Personality, Music Director,
BP: "You're a Sweetheart," Harold Allen,
RLCS: "Don't Let Me Be Lonely," Harold Allen,
RLF: "I Can Love You, Etc."

Plattsburg, Mass. (WSPR)
Bud Clark, Program Director
BP: "Yesterday When I Was Young,"
RLF: "I'm Gonna Love You,"

Progressive Rock

Jock Starr, Worcester, Mass., WORC
BP: "Baby," James, MGM.

Radio-TV programming

RHYTHM AND BLUES

By CLAUDE HALL

Vox Jox

Editor

Claude Hall, Editor

Stu and His winning program director anymore at WLYF in Fort Wayne, he is back at the competition again. Stu and his WLYF sidekick, Tony Evans, now at KELI in Tulsa, is trying to catch up to WLYF. Stu for- mer operations director at WALT in Fort Wayne, on the job where you're, you know. Tony Evans now at WBL in Palm Beach, Fla., is trying to follow Stu's lead and, he says, finally got on the right side of the board.

Richard Patterson is now vice- president of promotions at WLYF and WANG-FM, Cold water, Mich. He is the new program director at WLYF in Fort Wayne, and Lance Michael has his hands full trying to catch up during the evening hours after working there three years. Lance has been going to college during the day. The station's daily show listening and goes through the station, and Lance Michael is now music director and 24-6 p.m. personality at WANG, in Wichita Falls, Tex. He's been promoted to KBS in Big Spring, Texas.

Here's a letter that I was hoping I'd lost, but I didn't. From Bob Miller, Program Director of Rama Rama Re- cordings, I read it, and I'm really pleased about it. I won the contest at WFUN a big prize, a spe- cial. I don't know, but I think it was a good deal. I was delighted to hear that WGH's jingles are good. But I never slept in because I only spent eight years in radio and never really got involved with my- self on broadcasting. I particularly think that he's doing a better job in the music than in the music. I don't know what I'm doing wrong, but I think it's the music, that's the problem.

Randall's Mod Plan • Continued from page 34

Randall's Mod Plan • Continued from page 34

mechanics against personalities." Around 50 per cent of KFJF's music is of a chart nature al- though Randall emphasizes that KFJF is not aiming to make hits, but that it is very much on top of new material. Randall says he was the first station in town to play "Oh Happy Day." He said, "And it had a hit sound."

The station is now playing nearly 25 per cent new music which its audience has never heard before on its station. Good, Randall answers. The station's weekend pro- gramming is the same flavor as the weekday shows, except that he uses heavier music and sound effects. His main concern is to keep the audience which he has gained during the weekdays. He plans to keep his audience this weekend with the addition of new people, and also to appeal to the younger audience. He will be assisting him on the weekend with the new programming.

By design, Randall has limited the number of stations for which he compiles to KFJF, KDLS, Palm Springs, KFJF, Santa Barbara, San Francisco, and a few other stations. He plans to have on-air and playlists to 50 stations covering a variety of musical ap-}
BOBBY SHERMAN, co-star of television's "Here Come The Brides," has become one of the most popular television personalities in the history of the medium. He has a following of FANS that numbers into the UNCOUNTABLE—and now, with his debut single on Metromedia Records, he is about to break through into the music world with a smash single—

"LITTLE WOMAN" MMS-121.

METROMEDIA RECORDS, 3 EAST 54TH STREET, N.Y., N.Y. 10022
Selling Like A Single

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

The Isley Brothers

It's Our Thing

Distributed, marketed and promoted by Buddah Records ... of course!!!
A subsidiary of Viewlex, Inc.

SOUL SAUCE

BEST NEW RECORD OF THE WEEK

"FUNNY FEELIN'"

DELPHONICS
(Phillip Groove)

By ED OCHS

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

TID-BRITIS: Mercury will toss a party, put up the bread and cut a single for—not a new rock group—but Moms Mahley. Moms will record a live comedy album, Tuesday (27) before the trade press, decayas and friends, following up the album with a promotion push on major media. She'll issue a rare single when she releases a serious recitation of the hit "Abraham, Martin and John" song. New albums of quality to consider: Young Hearts' first on Minti, Dee Dee Warwick on Mercury and a new B. B. King on Bluesway. King's LP is half live and features his "Why I Sing the Blues" chart disk. It could bring his big pop breakthrough. Holly Maxwell should score a hot hit debut on Custom with her Curtis Mayfield penned and produced recording of "Suffer," backed by "No One Else." Roulette is finding a leftfield winner with Sam Moulier's "Funky Jerk." ... Cella is working on Big Ella on the Lo Lo label. Junior Wells opened for a week at Ungano's Wednesday (28), to be followed by a June engagement by Little Richard and, in July, by Screamin' Jay Hawkins. The "First Generation Blues" festival continues at the Electric Circus every Wednesday night, but we don't recommend it. ... Double Shot is working to establish the Bagdads with their latest release, "Love Has Two Faces." ... Sonny Cox has recorded an instrumental version of Joe Simon's "Chokin' Kind" for Bell. ... Blue Thumb has purchased an LP master, to be titled "Truckin'," featuring blues guitarist Albert Collins, presently included in Imperial Records' blues campaign. ... Composer-conductor-arranger H. B. Barnum has produced an r&b-flavored campaign song for Los Angeles mayoral candidate Tom Bradley. Barnum will also do a single for Cleveland's Mayor Carl Stokes. Bradley's tune, "Los Angeles Needs a Man," features Gene Diamond on Barnum's new Mothers Records album. ... On his way to England to scout new talent is arranger-composer Horace Ott, who reads Soul Sauce. Do You?
The only trouble with being #1 is that it leaves little room for improvement!

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

NOW BREAKING NATIONALLY

"LET'S DANCE"

OLA & THE JANGLERS
GNP CRESCENDO #423

9165 SUNSET BLVD., HOLLYWOOD, CALIFORNIA 90069—PHONE 275-1108, CABLE: CRESREC
GENE NORMAN—PRESIDENT EST. 1954
JAN BASHAM—PROMOTION DIRECTOR
nide judge is like coming from a foreign country, reading para-
graph two on page six of Billboard and making a judgment. When
criticizing someone's personality," I think we should realize how im-
portant a singer's image-the whole campaign around a specific
personality-tags like "Pan Am makes the going great" and "fly the
friendly skies of United." Sometimes, these work out well. On the
other hand, Eastern Air-
liner's "Eastern rice to fly" tag was too musical and stylized "even now I have
trouble singing it." It lacked certain values, he feels. But

** *

** need more resumes from small and medium market personalities
who'd like to move up. Please state you have first or third class
license and all that jazz. I've come to appreciate dotted stations
looking secretly—right now.
The staff lineup at KMDO, Fort Scott, Kan., Program director
Tom D. Nelson from KTIN, Trenchtown, Neb., is.

Vox Jox

* Continued from page 44

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Vox Jox

* Continued from page 44

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By vice-president and general manager Dick Khey, WINZ, Mi-
amas: We appreciate your mention of WINZ in your last column dur-
ing your Nassau trip, but I think I should point out that John Engel
is not an air personality on WINZ, but rather a local banking execu-
tive whose voice is frequently heard on commercials. I read your
column with great interest every week and feel you would appreci-
ate the following information:

From Larry Kenney of WOWO in Warsaw, Ind.: "When it comes to
Vox Jox, May 10: "His name is Larry Kenney and he thanks you
for the kind remarks." And
from Philip Bradford of WHINY in McCowab, Miss. "I thought
I'd let you know how much I enjoy your columns each week, es-
pecially those weeks when you got just returned from trips. It's interesting to note your com-
ments concerning certain stations.
we can all use some construc-
tive criticism, I especially
agree with the comments about the contro-
versy concerning KAAY, Little
Rock, Ark. It is disappointing to

know a 50 kw. puts so little in its
programming. I was surprised that
you didn't mention the fact that
"Moore turns one very little personality, since you seem to like it."

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

In addition to creating com-
mercials for the progressive rock acts, Davis also develops radio.
modules for other Capitol artists. A Glen Campbell spot was
air in 23 markets. A spot pro-
moting seven rock albums all
listed under the title "Goodbye California" ran into trouble with
one local station, KHI, because of the topic of an earthquake
destroying the state. But KRLA accepted the spot.

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

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

Late, the music tag has come
to vogue, and airlines—tags like "Pan Am makes the going great" and "fly the
friendly skies of United." Sometimes, these work out well. On the
other hand, Eastern Air-
liner's "Eastern rice to fly" tag was too musical and stylized "even now I have
trouble singing it." It lacked certain values, he feels. But

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

For some commercials, of course, the producer must create a
mood. Some of the best writ-
ers for this type of thing in-
clude Sid Ramon and Bill Giant, who wrote many of the tunes
for the Elvis Presley movies, and
Ray Ellis. Most of the themes for
BBBDJO used original music of this type. And it will be one of the con-
cerns of Miller for the future with Warwick & Legler projects.

Renfrew Rides Via
Capitol Department

* Continued from page 30

Warwick & Legler Join Bull Set

* Continued from page 30

**

 sessions. For the first four
years, we did different arrangements of the tune, then we switched to
famous pop tunes. I'm still
with Horne and Vic Damone singing the song. Last year, BBBDJO
started the Schaefer talent search campaign.

A Unique Form

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BBBDJO used original music of this type. And it will be one of the con-
cerns of Miller for the future with Warwick & Legler projects.
"Is This What You Want?"
is an album (ST-3354)
"Is This What You Want?"
is a question
The answer
to the question is "yes"

The answer
to the album is
YES YES YES
YES YES YES
YES YES YES
YES YES (yes)
Jackie Lomax
on Apple Records
"Is This What You Want?"
Well, is it?
"Yes" a million times "yes"
(But you've got to listen.
Always you must listen.)
Commercials Wing Formed by Farrell

- Continued from page 30

...spouse has been able to double the proposed number of spots. The "Indian Lake" tune backs up the Dodge Charger commercial. Farrell, who will have an account executive shortly for the firm, said he set up the separate company because of the "slow, growing demand of the advertising industry for product identification through the use of provocative contemporary music."

The advertising agencies that need direct access to lyric copyright owners and composers, he said, "What we will offer the advertising industry, then, is a staff of knowledgeable experts in the music industry under one roof, a one-stop source of advice, counsel, and performance by established professionals."

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

It's Now WUFE

BAXLEY, GA—WUFE are the new call letters of the station that used to be known as WHAB here. The 5000-watt station serves some 40 towns in south and middle Georgia, according to general manager Al Girapham. Personalities include Bob Joiner, Bill Edenfield, Jim Oversreet and Bobby Holland.

Detroit Court Judge George W. Crockett, second from right, is treated to a personal tour of Berry Gordy's Motown headquarters, stopping to chat with Gaye's cousin, as well as meeting with the vice president of Motown's management wing, join Judge Crockett at a presentation, instead of changing the last names. Instead of the late Dr. Martin Luther King Jr.

The charts tell the story—Billboard has THE CHARTS

Rhythm & Blues

Commercial Wings Formed by Farrell

- Continued from page 30

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EXCLUSIVE BOOKING

ACTION TALENTS, INC.

300 West 55th St., N.Y., N.Y. 10019, Suite 4V. (212) 765-1896
Marvin Gaye & His Girls—Tama's TW 392 ($)

Marvin Gaye sounds in Ireland country and the pop-drenched star should cele-
brate the following months with new chart LP's and, of course, a steady stream of hit singles. Check out the Gaye pop per-
formance here, and ensure that this package is in your store. With past performances, both pop and country, and Marvin's latest chart flavor, Tama Terrar, Can't Help But Love You and "Thank You," Ain't Easy" sure this chart-topping team.

Connie Francis—The Wedding Cake. Monument SLP 18119 ($)

Connie Francis back to the singles hardcourt and it should be the same for her album sales. Working under the angel of Shelly Simple-
tan, Atlas Francis has found new pop strength. The songs are in the country-
groove genre and are delivered with an over-
all market appeal.

Johnny Mann Singers—Goodnight My Love. Liberty 72690 ($)

Typically warm, lovely perennial standards by the Johnny Mann Singers —du-
signs to last a while the Like "I've Gotta Be Me," "This Magic Moment," "I'm Gonna Make You Love Me," and "Let It Be Me." On top of all this, there's a sensual offering "I Love How You Love Me," an auto-
nomic hit album.

Julie Driscoll/Brian Auger—In a Day. Vogue 218902 ($)

Julie Driscoll again John Brian Auger, one of the finest pop groups around, in an extended version of "Other Two" and "A Girl Who Feels," and "The Fish Falls" from the Tish "Sunny Jim" Auger's appearance is sur-
prising throughout.

The Harold Silver Quintet—You Gotta Take a Little Love. Blue Note 851 04309 ($)

Organist McGee, already in the jazz chart with "The Worm," has another strong effort this album. It's the leader of a group of blue and jazz-oriented musicians, which combines the characteristic of blues and jazz out of McGee's total membership in the blues and jazz field. On the album is an extended ver-
sion of "Step One" a McGee single that earlier made the R&B chart.

Horace Silver Quintet—Columbus D 3 2 799 ($)

Horace Silver's group is one of the finest jazz or pop-goes-jazz groups. They have a broad appeal, they blend the blue and jazz with soul, and the music has become more relaxed. This album continues in the same vein and is a great package.

Billy Walker: Portrait of Billy Walker. Monument SLP 18116 ($)

Billy Walker's credentials is an R&B artist, and there's a reason every record is pronounced to his audience with the words "You must come out of this door and out of this world with "Billy's music," "I am a black man," a hit in a longer version as "Be My Neighbor." The songs are typical R&B hits, with a good soul and dance feeling.

The Age: The Story of Shelby Single. Saba S 5 2005 ($)

The Age: The Story of Shelby Single is one of the best records of the year. The songs are well written, well performed, and they have a good soul and dance feeling. The Age: The Story of Shelby Single is a great package that deserves repeated play.
This is a locked display-case lock for cartridges. This is a Liberty Stereo Tape PIK-PAK which contains one cartridge.

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

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

You won't see your PIK-PAK inventory reduced by pilferage (you just can't pick-pocket a 3' x 12' PIK-PAK).

You will see your tape sales increase when you display Liberty Stereo Tape's PIK-PAK.

CONVERT FROM LITTLE TO BIG AND YOU'LL GET:

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

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

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

SO CONVERT ALREADY!
HORST JANKOWSKI— Jankowski Plays Jankowski, Mercury SK 62795 (S)

Jankowski's album of high quality material that he built on a nice disc. His last album, "Ship," was a pleasant surprise on a different label. His "Stirring" and "The Best of Both Worlds" is a convenient film song or the type who could do the same, there is very a fast reading of "My Ship" that gives an idea of the album.

JEAN YARDE— Somewhere, Someday, Warner Bros. EK 29408 (S)

One of the heaviest groups in the music business, the sound this is not overpowering. Their British Rock group at the end of the week picks off the 1964, and its quietly followed by the two of the most imaginative numbers here: "The Sad Songs of the Boy" and "The Best" and the instrumental "Take Off" is an excellent extended cut.

ROBERT JERRY WALLACE— Lovely Liberty, Epic LST 7617 (S)

Jerry Wallace has usually bounder on both the country and pop fields and he gets his head shot, which is a pleasant surprise. But "There She Goes" and "The Last Letter" and "Abilene" are what I'm looking to over and out.

SOUNDTRACK-WINNER.

REED— East, BN 26412 (S)

MEL BROWN—Blues For Mr. Cooper, Epic BN 26504 (S)

John Brown's poetic sense of artistry as in full flower on this album with compositions by Bach, Chopin, Lutz, Schubert and Debussy, bringing a new set of repertoires that perfect for his piano manner and broad enough to appeal to a wide audience.

LOW PRICE CLASSICAL—BACH/CHOPIN/SCHUBERT—Three Piano Sonatas. Bernstein LP 50099 (S)

CLASSICAL—BERNSTEIN'S GREATEST HITS Vol. 3—New York Philharmonic, Columbia CBS 2746 (S)

Here's another volume that will bring in more sales as follow-up to an already blossoming first volume. Only difference is in the material, for Bernstein reveals his impecable conductor, forceful, forging ahead, included here are works from "Old Kalidais," "Kleizhorse Superstar" and the "Red Poppy.

TCHAIKOVSKY: CONCERTO IN D/ SCHUMANN: SYMPHONY NO. 2.—Royal Philharmonic, Angel 60102 (S)

RAVEL: CONCERTO IN G/ MUSSORGSKY: PIKOVAYAYA SYMPHONY No. 3.—Paris (Harich), Angel 5 36665 (S)

LOW PRICE POPULAR— 3-Vienna Philharmonic Concerts. Philharmonic 10 60501 (S)

LOW PRICE CLASSICAL—BACH/CHOPIN/SCHUBERT—Three Piano Sonatas. Bernstein LP 50099 (S)

RAVEL: SHAPEROVSKY/ESPARZA—Deutsche Grammophon. RCA RD 1394 (S)

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BILLBOARD launches the first industry-wide promotion to make Summer a Tape Thing for everyone—manufacturers, dealers, consumers!

SUMMER IS A TAPE THING is more than an exceptional issue for your advertising message. It's the perfect vehicle for tape and tape product merchandising—

The way to move tape off the shelves!

Peter Max, whose designs have revolutionized the American poster industry, has created a full-color cosmic 24" x 36" art presentation based on the theme, SUMMER IS A TAPE THING.

This outstanding Max original is part of a merchandising kit that includes logo strips and ad mats, the entire package is available to Billboard readers for only $1 per kit. Extra posters for your dealers are also available at volume prices.

Make TAPE your SUMMER THING—and join in this industry-wide promotion. For the "SUMMER IS A TAPE THING" kit, and extra Peter Max posters, just fill out the order form on this page.

Ron Carpenter, Billboard Publications
165 West 46th St., N.Y., N.Y. 10036

Yes! SUMMER IS MY TAPE THING!
Enclosed is a ( ) check ( ) money order in the amount of

$______ for ________ kits at $1.00 per kit

$______ for ________ extra Peter Max posters at 60¢ each

Name__________________________
Firm__________________________
City__________________________ State________ Zip________

BILLBOARD
165 West 46th St. New York, N.Y. 10036
188 W. Randolph St. Chicago, Ill. 60601
9000 Sunset Blvd. Los Angeles, Calif. 90069
1905 Broadway Nashville, Tenn. 37203
7 Carnaby St. London W.1 615. 244-1836

Easy Listening
These are best selling middle-of-the-road singles compiled from national retail sales and radio station airplay listed in rank order

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 2</td>
<td>HAPPY HEART</td>
<td>Andy Williams, Columbia 44818 (Polygram, ASCAP)</td>
<td>9</td>
</tr>
<tr>
<td>5 6 10</td>
<td>LOVE (Can Make You Happy)</td>
<td>Nancy, Sultie 6871 (Rundown/Toho, BMH)</td>
<td>8</td>
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<tr>
<td>3 4 5</td>
<td>THE ROGER</td>
<td>Simon &amp; Garfunkel, Columbia 44755 (Charity Crosses, BMI)</td>
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<tr>
<td>10 21 35</td>
<td>LOVE THEME FROM ROMEO &amp; JULIET</td>
<td>Harry Manes &amp; The Orch., RCA 74-0193 (Famous, ASCAP)</td>
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<td>2 1</td>
<td>AQUARIUS/LET THE SUNSHINE IN</td>
<td>Abbie Simonson, Sony City 772 (Sony Artists, ASCAP)</td>
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<tr>
<td>7 9 15</td>
<td>GOODBYE</td>
<td>Sucka Weepe, Apple 1106 (Moxart, BMI)</td>
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<tr>
<td>6 3</td>
<td>MY WAY</td>
<td>Frank Sinatra, Reprise 08717 (Don / Tommy, BMI)</td>
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<td>8 5 4</td>
<td>SEATTLE</td>
<td>Potato Camp, RCA 17-9722 (Screen Gems-Columbia, BMI)</td>
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<td>9 10 11</td>
<td>TIME IS TIGHT</td>
<td>Booker T. &amp; The M.G.'s, Stax 0202 (East Memphis, BMI)</td>
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<tr>
<td>11 14 16</td>
<td>WHERE'S THE PLAYGROUND SUE</td>
<td>Glen Campbell, Capitol 2499 (MCA, ASCAP)</td>
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<tr>
<td>12 12 21</td>
<td>PRETTY WORLD</td>
<td>George Hamilton, Brasil '69, A&amp;M 1049 (Hord, ASCAP)</td>
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<tr>
<td>12 28 32</td>
<td>DAY IS DONE</td>
<td>Peter, Paul &amp; Mary, Warner Bros. Seven Artists, BMI</td>
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<td>13 15 17</td>
<td>SAUALITOL</td>
<td>Alpert, Capitol 2468 (Blandispell, ASCAP)</td>
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<td>17 23 24</td>
<td>I'M A DRIFTER</td>
<td>Bobby Goldsboro, United Artists 50325 (Detra, BMI)</td>
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<td>15 15 16</td>
<td>WITH PEN IN HAND</td>
<td>Pink, Sherry, Liberty 10012 (Short, BMI)</td>
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<td>19 19 19</td>
<td>WE'RE GOING BACK</td>
<td>Nancy Sinatra, Reprise 0821 (Dik, BMI)</td>
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<td>20 32</td>
<td>WINDMILLS OF YOUR MIND</td>
<td>Dusty Springfield, Atlantic 2623 (United Artists, ASCAP)</td>
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<td>8 7 9</td>
<td>EARTH ANGEL</td>
<td>Voss, Reprise 0902 (Williams, BMI)</td>
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<td>14 8 10</td>
<td>HAWAII FIVE-O</td>
<td>Ventures, Liberty 56010 (April, ASCAP)</td>
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<td>21 21</td>
<td>LOVE ME TONIGHT</td>
<td>Tony James, Parlophone 10038 (Dux, BMI)</td>
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<td>22 22 25</td>
<td>OH HAPPY DAY</td>
<td>Peter, Paul &amp; Mary, Warner Bros. Seven Artists, BMI</td>
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<td>23 23 23</td>
<td>SPINNING WHEEL</td>
<td>Peggy Lee, Capitol 2477 (Blackwood, BMI)</td>
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<tr>
<td>25</td>
<td>I'LL NEVER FALL IN LOVE AGAIN</td>
<td>Burt Bacharach, A&amp;M 1069 (Blue Tunes / Joc/Morris, ASCAP)</td>
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<tr>
<td>29 34 40</td>
<td>HURT SO BAD</td>
<td>Leftterson, Capitol 2482 (Vogue, BMI)</td>
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<td>IT HURTS TO SAY GOODBYE</td>
<td>Jack Grit Power, Columbia 4-0018</td>
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<td>30 39</td>
<td>SON OF A TRAVELIN' MAN</td>
<td>Led Zeppelin, RCA Victor 74-0196 (Sonoma, ASCAP)</td>
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<td>IN THE Ghetto</td>
<td>Elvis Presley, RCA 47-944 (S &amp; V/Glady, ASCAP)</td>
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<td>TRUCK STOP</td>
<td>Jerry Smith, A&amp;M 11116 (Pope Joe's Music, EMI)</td>
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<td>APRIL FOOLS</td>
<td>Glenn Hurst &amp; Jack, Seaberry 1229 (Blue Sea/Int/Hey, ASCAP)</td>
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<td>YOU DON'T NEED ME FOR ANYTHING</td>
<td>Brenda Lee, Decca 723491 (Phases, ASCAP)</td>
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<td>DIDN'T WE</td>
<td>Robert Goulet, Columbia 44-947 (Jaco, ASCAP)</td>
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<tr>
<td>24 25 25</td>
<td>LIFE'S A DANCE (Casablanca)</td>
<td>Alexander Lepi, Jams 1322 (Galaxy, BMI)</td>
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<tr>
<td>36 37</td>
<td>I'LL NEVER FALL IN LOVE AGAIN</td>
<td>Johnny Mathis, Columbia 44327 (Blue Sea/Int/Morris, ASCAP)</td>
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<td>GOOD MORNING STARSHINE</td>
<td>Olivia Newton-John, United Artists, ASCAP</td>
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<td>GALVESTON</td>
<td>Roger Williams, Kapp 2007 (Jaco, ASCAP)</td>
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<td>MY HEART'S SYMPHONY</td>
<td>Four Lions, United Artists, ASCAP</td>
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<td>EVERYDAY WITH YOU GIRL</td>
<td>Classics IV, Imperial 60379 (Legacy, BMI)</td>
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<td>41</td>
<td>FRIENDLY, HUMAN, WIFE</td>
<td>Gracie &amp; Shey, Columbia 44391 (BMI)</td>
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</tbody>
</table>

BILLY BILLADIO
HELEN DOUGLAS — "The Wonderful World of Hawaii," a $3,500 production which premiered at 8:000 on the Waikiki Shell May 12, is neither wonderful nor perfect. In sheer size, it is the most extravagant musical to hit the local stage in many years. It suffers in this respect.

As far as the setting goes, it is a wonderful, well-danced production. It is a well-dressed show and it is quite easy to follow, as the story is well-paced. The music is well-written and the singing is enjoyable. The show is a hit, and it should do well.

SINGLES

Country

The show opens with "I'm Your Baby Tonight," a hit by Springsteen. The song is sung from a piano, a guitar, and a bass. The piano is played by a man, and the guitar is played by a woman. The bass is played by a man.

The show then goes on to sing a lot of other songs. The show ends with "Perfect Day," a hit by the late John Lennon. The song is sung from a piano, a guitar, and a bass. The piano is played by a man, and the guitar is played by a woman. The bass is played by a man.

In summary, "The Wonderful World of Hawaii" is a wonderful production. It is well-dressed and well-paced. The music is well-written and the singing is enjoyable. The show is a hit, and it should do well.
MAINSTREAM RECORDS

Presents

The Exciting

Miss Totie Fields

TOTIE FIELDS Live

1700 Broadway / N.Y.C. (212) 247-0655
BIFF ROSE
CHILDREN OF LIGHT

June 1st Begins The Ten Days Of Biff Rose

This Month Is Pronounced
Tet'rá gram' mátən
WELK ALBUM FEATURED IN THOMAS JUNE PROMO
LAS VEGAS—Thomas Organ Co. will launch a June promotion featuring exclusive 60-day distribution of Lawrence Welk’s latest album, “I Love You Truly,” prior to its national release.

The hit of the Welk عع with Bob Raitson at the organ will be available at Thomas stores for $1.49. The Welk re-release represents the first time that Welk has ever featured himself as an organ soloist.

In addition, each store will be conducting its search for the couple married the longest. The couple will be given a party in their honor and will be given the title of “Off of Thomas’ June tribute to lovers.

A phase of the promotion consists of a drawing at each store where five Whirlpool home appliance. The winner’s name will then be submitted for a national contest, five days for two as the guest of Thomas organ and Lawrence Welk.

The national winner will stay at Welk’s home in Escondido, Calif., and be his guest at the taping of his network television show at ABC-TV center in Los Angeles. The winner will also be entertained at the Palladium and enjoy excursion trips to Disneyland and motion picture studios. If the winner should be from California on a trip to Hawaii is planned.

Concerning the promotion, Nick Orlando, Thomas eastern sales manager, said, “Our primary aim with the program is to move to the dealer level.”

Cello Patent
ST. LOUIS—St. Louis Music Supply Co. here has filed design patent on a Cello Patent Office on the Karl Knilling Porta cello. List prices on the student cello start at $69.95.

HARPSICHORD APPLAUDED BY PUBLISHER
CHICAGO—Organists and recording artists George Wright, Richard (Hansen) Luchacho Arzaggara and Denny McLain, the latter a Detroit Tigers baseball star, are among musical personalities who have purchased the Hammond Organ Co. during the National Association of Music Merchants’ (NAMM) show June 22-26 here at the Cadillac Hotel. The concerts will be part of an innovation by Hammond, which is being made in the first time, show its line in the Town Hall, top of the hotel. Nightly concerts will be held in the Sheraton-Blackstone Hotel.

Among new items on display will be the H-262, a console designed partially to tape, and institutions, featuring two 61-note manuals and a 25-note pedal board. Hammond recently introduced Cadette organ, which is coupled with a special “Instant” pedal, invited to loan his promotion program, will also be featured by the Chicago-based company.

Don Lewis, Denver organist, and Tommy Cash, a singer from Mexico, will also be featured in Hammond’s entertainment schedule. Performances will be held three times each day at 11 a.m., 2 p.m. and 4 p.m. in a special area of the Cadillac Hotel.

(Continued on page 60)

NAMM Additions
CHICAGO—The National Association of Music Merchants, Inc. (NAMM) has announced additional exhibitors for its upcoming Music Show, set for June 22-26 here at the Conrad Hilton Hotel. They include Ashley Publications, Inc.; Vincent Bach Corp.; Charles Bay & Gale Woodword, Mouthpieces, Buncher Band Instruments; CosCo Research; Emmens Guitars Co.; Merion Musical Products Corp.; Progress Publications, Inc.; Roth Violins; Schert & Roth, Inc.; Southern Music Publishing Co.; Trio-Might, Ltd., and Z. B. Custom Guitar Co.

ROBERT BLOOMBERG, president of Thomas Organ Co.
Get new direction... continued from page 59

means. There are many advantages of a small company. We can move quickly. We have stayed away from little pockets of management. Everything is in the open. A company has to let its people comment objectively. We've had a lot of operation on long-term business. We won't compromise with product quality which is our prime social responsibility, as far as I'm concerned. We're striving for an exclusive product. Every complaint letter comes to me. Each week, I meet first with our quality control manager.

"We have established a whole new sales and service department and re-organized the engineering department. We have brought in a lot of new engineers. When something wasn't right last year, I shut down the plant a couple of times. This got the message across to everyone. We had one product introduced three years ago that was just produced last year. This won't happen any more."

Hammond Artists... continued from page 59

pacy theater in the Tower Suite. Each organist will be featured on a specified night in three concerts at the Sheraton-Blackstone's Bonaparte Room during the period 9 p.m. -1 a.m.

Azacarraga, from Panama and an Art Record Sales Co. recording artist, will be making his first NAMM appearance. While at Doni Records, artist and pianist, and icmpian, whose NAMM date depends on his team's schedule, records on Capitol.
"Who Poured the Whiskey in the Well"

DECCA #732477

“Who Poured the Whiskey in the Well”

BY BILL HOWARD

PUBLISHED BY: FORREST HILLS MUSIC

EXCLUSIVELY ON: DECCA RECORDS

Country Music

Chart Cuts Distrib Ties With RCA; Broadens Plan

NASHVILLE — Chart Records, purchased 3 months ago by Audio Fidelity, has ambi-
ciously severed its distribution ties with RCA to become the first of the six inde-
pendent labels in the country field, and an-
nounced a broad new distribution plan.

Slim Williamson, president of Chart, and RCA carriage agent for the company's date with RCA would be Saturday (11), although the actual inde-
pendent sale began May 1. He said the move was by mutual agreement, and RCA took over Chart distribution Sept. 1, 1967, after Chart had become one of the strongest independent labels in the country field. In addition to the distribution agreement, Chart and RCA carried out an interchange of artists for re-
cordings during their record success in that regard.

Williamson said he held RCA and its people in the "highest esteem," but said he needed to feel the pulse of distribution himself, and wanted a direct association with the men han-
ding the records. Under the program now ending, he had no contact, nor was he aware of orders.

"To run a record company, I've got to direct the opera-
tions personnel," he said. William-
son is shipping to 38 independent distri-
butors in the United States, most of whom worked for him. "This plan is to work closely with those dis-
tributors who helped me get started," he said.

To emphasize the good rela-
tions with RCA, he pointed out that negotiations have been concluded with that label to handle its stereo product and to distribute Chart albums, through the RCA Record Club. Williamson also noted other ex-
pansion plans. All Chart product will be released in Canada on Phono Disc, marking that com-
pany's first big entry into the country field.

Additionally, all Chart album product is to be released on Starey 8 and cassette by ITCC on an exclusive basis. 

Phillips International will re-
lease most Chart LP product on its two labels to begin imme-
surately. Reel-to-reel release of the product will be handled through Munz.

Starday is conducting a mail-
ing program to artists offering Chart LP's through the Starday Album Club.

"We're going to cover the whole spectrum of the record-
ing business," Williamson said. "An artist on the Chart label now will actually have more publicity throughout his channels than an artist on a major label."

Williamson maintains his pub-
lishing companies, Yenah, Peck, Joe-Ann and Sixteenth Avenue on the grounds this as-
hems good material for which there are independent of Chart.

Williamson has done what most observers consider an out-
standing job in building artists on a small label. Among those developed are Lynn Anderson, Maxine Brown, Hargus" ("Hoodie"") Hansard, Gordon Terry, Kenny Vernon, ""LaWanda,"" Lindsey, Vance BuLLa, Johnny Dollar, Bobby Edwards, Lloyd Green, Kirk Hamnerd, Gene Hood, Jerry Lane, Dianne Leigh, Anthony Armstrong Jones and the" ("Bud") "Lindsey, Clyde" ("Owen") "Davies, Hargus Robbins, Junior Samples and Kenny Vernon.

Carol Acquires 50% Of Circle Talent Co.

NASHVILLE — Carol Enter-
pries, newly formed manag-
ment-publishing-production and book- ing firm, has taken 50 per-
cent of Circle Talent Co. and absorbed its operation.

George Bill said he already had worked out an arrangement with Opportunities Unlimited, Ltd., of Nassau, Bahamas, to service the Young Country. Circle now will be located in one of the offices operated by Carol at 1719 West.

Starnes also has brought Budy Music, a second publish-
ing firm, into the corporation. The other publishing company is Car- rill. He has signed Billie Jo Spears, Capitol artist, to an exclusive management con-
tract, and he book her through Circle Talent.

Starnes, former manager of George Bill said he had worked out an arrangement with Opportunities Unlimited, Ltd., of Nassau, Bahamas, to service the Young Country. Circle now will be located in one of the offices operated by Carol at 1719 West.

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ing firm, into the corporation. The other publishing company is Car- rill. He has signed Billie Jo Spears, Capitol artist, to an exclusive management con-
tract, and he book her through Circle Talent.

NASHVILLE—Despite many comments regarding the title of the forthcoming CBS "Hee Haw" show, its producers say it promises to do everything but diminish the country music.

There have been recent comments suggesting that the show is a "barnyard comedy" venture, or that it is full of music or relegating it to its image of 20 years ago.

Frank Peppiatt and John Aylesworth of Yongestreet Pro-
ductions, Inc., Los Angeles, say that the critics come from those unfamiliar with the show's contents.

"First of all," Peppiatt said, "the show is named for its ani-
matized star—one adorable, pro-
lific, phrase-mouthing mule who is accompanied in part by an animal cow, crow, a chicken and a scarecrow.

Aylesworth said the show is a "laughing matter, all right" but one of "clean, earthy and good humor, the family type that has made artists such as Minnie Pearl, Roy Clark, Grandpa Jones and Archie Campbell favorites throughout the years."

The idea that the show is just another country music vari-
ety program is false, Ayles-
worth said. "We are augmenting the funniest and most enjoyable humans to the TV mouth network in many a moon with renditions of No. 1 hits by such artists as Charley Pride, Buck Owens, Tammy Wynette, George Jones, Merle Haggard, Waylon Jennings, Dottie West, and others. It's all presented in colorful and tasteful surround-
ings and smooth animation.

Peppiatt said people "surely are intelligent enough to wait and judge 'Hee Haw' on its quality and entertainment abili-
ties before they throw rocks at its title." The show premieres Sunday, June 15, on CBS.

Lynn Expands On 3 Fronts

NASHVILLE — Lynn Pro-
duictions, whose president is Lola Wager, has moved into new quarters and expanded all facets of its operation.

The firm includes Wager En-
terprises, a booking firm; Lola's Music, a publishing house; and a demo recording studio. Lode Records, owned by Terry Fells, also will share the building at 806 18th Avenue South.

Fells will run Lola's Music, while the booking at Wager Enterprises is to be handled by Don Fowler, formerly of the Circle Talent Agency.

Miss Wager said she will join many artists who will come under the wing of the booking agency, and writers who will sign exclusive con-
tracts with the publishing firm. The company was begun with a booking agency for musicians. Miss Wager keeps a table of musicians at her disposal, and provides them to artists in need of a booking placement for the road, or for recording sessions. She also can provide an entire group.

MISS KATHY BAKER, shot on the set of "Hee Haw" coun-
try production on CBS, was selected for the role of "Miss Hee Haw" after officials had auditioned 40 others for the job. She was spotted painting sets for the show. An employee of WLAC-
TV, where the summer series is being filmed, she will appear each week on the program.

Dottie West With Moeller

NASHVILLE — Dottie West has not yet signed a contract with Entro Corporation or any-
one, according to Larry Moeller of the Moeller Talent Agency. "She is under exclusive con-
tract to us," he pointed out. It was stated in Billboard (May 1969) that Entro Corporation planned a series of three tele-
vision syndications of "Hee Haw" with Miss West. It did not state that a contract had been signed.

Contracts, however, have been signed with Jack Greene and Charlie Walker.

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

MAY 31, 1969, BILLBOARD

"Who Poured the Whiskey in the Well"
"BE GLAD"

Great new hit by

Del Reeves

United Artists Records #50531 - BMI

Published by TREE MUSIC
Warner Mack Has a Super Smash!

"Leave My Dream Alone"

Also A Super L. P.

"THE COUNTRY BEAT OF WARNER MACK"

DL #5092

BOOKINGS:
JOE TAYLOR AGENCY
3717 WEST END BLDG.
NASHVILLE, TENN.
PHONE (615) 255-9497

D. J.'s Samples:
1209 Gallitan Rd.
Madison, Tenn. 37115
<table>
<thead>
<tr>
<th>Week</th>
<th>TIE, Artist, Label &amp; Publisher</th>
<th>Weeks on Chart</th>
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<tr>
<td>38</td>
<td>33 SWEET WINE</td>
<td>8</td>
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<tr>
<td>61</td>
<td>61 JOHNNY B. GOODIE</td>
<td>2</td>
</tr>
<tr>
<td>42</td>
<td>42 DADDY</td>
<td>8</td>
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<tr>
<td>52</td>
<td>52 I AM A GOOD MAN</td>
<td>4</td>
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<tr>
<td>54</td>
<td>54 ALL FOR THE LOVE OF A GIRL</td>
<td>3</td>
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<tr>
<td>43</td>
<td>43 JUST ENOUGH TO START ME DREAMING</td>
<td>11</td>
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<tr>
<td>57</td>
<td>57 STRAWBERRY FRAMBS</td>
<td>4</td>
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<tr>
<td>44</td>
<td>44 DUSTY ROAD</td>
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<td>47</td>
<td>47 TOO MUCH OF A MAN</td>
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<td>501</td>
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<td>51</td>
<td>51 WEST VIRGINA WOMAN</td>
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<td>58</td>
<td>58 DON'T GIVE ME A CHANCE</td>
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<td>71</td>
<td>71 THE DAYS OF SHOVELS</td>
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<td>75</td>
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<td>56</td>
<td>56 BIRMINGHAM BLUES</td>
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<td>67 I'M NOT THROUGH LOVING YOU</td>
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<td>61</td>
<td>61 EVERYBODY WANTS TO GO TO HEAVEN</td>
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<td>65</td>
<td>65 WHO DO I KNOW IN DALLAS</td>
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<td>67</td>
<td>67 A MAN AWAY FROM HOME</td>
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<td>68</td>
<td>68 DEARLY BELOVED</td>
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<td>70</td>
<td>70 GUILTY STREET</td>
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<tr>
<td>71</td>
<td>71 OLD UGLY GLADYS JONES</td>
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**NOTE:** This list includes key songs and artists of the week, compiling the best-performing tracks in country music. The information is sourced from Billboard Special Survey for the week ending May 31, 1969.
UPSTAIRS IN THE BEDROOM

Hot New Hit

by:

BOBBY WRIGHT

Decca #32467 published by:

TREE music

MAY 31, 1969, BILLBOARD
Armed Forces Radio Success Spurs Allison Overseas Move

NASHVILLE — Independent record producer-publisher Joe Allison is putting together a group of records that will be released to return to his old entertainment days.

Allison has found a new set of followers in the estimated 500 million armed forces overseas, and his Monday-through-Friday disk jockey country music program on Armed Forces Radio and Television, is to be expanded to four quarters in Los Angeles, the program is shipped to more than 300 points throughout the world. Although each retains autonomy in programming, Joe Allison's "Home of the Brave" enjoys 99 per cent use.

Allison, here for recording sessions, said the programs offer a "comprehensive look into the country music field." It is built around the contemporary, midde-of-the-road country songs, but features everything from bluegrass to country folk. The programs are engineered by Jim Smick and broadcast from Metromedia's studio in Indianapolis.

This is the only "strip" show on Armed Forces Radio, although 30-minute weekly shows have been done for years by disk jockeys as Tex Williams, Jeanie Seeley, Hugh Berry and Bill Wills.

Show Overseas

Because of his unusual exposure overseas, Allison was approached to bring over his own show. "They say I'm the best-known person among the Armed Forces because of the widespread coverage of the show, and I have people now making booking inquiries," he said. Allison added that he would probably take an outstanding band and go on a vocal tour.

"I'm used to introducing shows, but not doing my own," he said. "This would be an experience." He said someone told Eddy Dean would be unusually helpful on such a show because "the man who performs for a half an hour and then stays around to talk to the servicemen."

Allison was here to do a rush album with Roy Clark, an immediate follow-up to the Clark single "Yesterday, When I Was Young." This Charles Aznavour-written song, produced by Allison, became an immediate best seller.

"I came in here without a studio, without a musician lined up, without anything but blind faith in Nashville," Allison said. "The first thing that happened was that Tommy Allsup of Metromedia relinquished scheduled tapes so I could get in to do a session at the Woodland Sound Studio. In the old Bradley went out and got me the best musicians in the city. Then Fred Foster allowed me to become the first "outsider" to use the new Monument studios. Finally, I'm finishing up at Bradley's Barn because they somehow managed to fit me in."

Although he lives in Los Angeles, Allsup is known for most of his sessions here. Through his independent recording production company, he is owned jointly by Hank Thompson, Tommy Allsup, Clark, Mary Katherine and Curtis Potter, all of Dot, and Jody Miller of Capitol.

The one-time Nashville disk jockey and air personality said that Roy Clark's versatility is just beginning to show. "He can do so many things well we're not quite sure how to record him." Clark currently is co-host of the new CBS summer comedy show, "Hee Haw."

In addition to his Armed Forces work and his productions, he also retains his publishing firm, Nashville Music, which is located in his large home in the Los Angeles area.

BILL WILLIAMS

RCA's Hank Locklin has decided to rent out his famous Florida ranch and move to Nashville. He feels his days are numbered to his base of operations.

Doug kershaw is trying to sign with a new label, with two of them haggling over the same proposition, "You Fight Your Fight, I'll Fight Mine," a fact he was written by researcher Bobby Bradock.

Ed Ehrlich, producer at the Warner Brothers in New York, is winning the biography of the former Evangelist, the late Darrell Hunt. He points out that, in the course of his research, "I'm making up my life, and that may be more real than the book."

Johnnie Wright and his 30-piece orchestra have cut their first session together here, after doing several in New York City. The sessions, directed by Johnnie Wright, are for his Christmas album.

Songwriter Jimmy Lawless is said to be in critical condition in Methodist Hospital (Room 200), Harrodsburg, Miss. His greatest need now is blood, and it may be donated by any person in the country in his name through the Red Cross. His sister, Mrs. Helen Ehrlich, has been at his bedside after taking the "Hee Haw" show here, flies to Los Angeles, and the "Joey Bishop" show will now be an appearance at the First Annual Nashville Music Festival at Millblare, Saturday and Sunday, June 3-4.

Husky's new-in-the-studio release is a "That's Why I Love You次Jefferson Jone, and Jimmy Brehm head of H&S Sales Distributors, Dallas, has acquired manufacturing rights on the re-activated Danite Records. A first release is scheduled for mid-June featuring new artist, Hondo, from Memphis, Tennessee.

Japanese singer who has been featured on radio throughout the Midwest, acquired from independent producer Charles Wright, is the new "Hondo." Promotion has sent Mike Sature to the Los Angeles area to cover promotion for RCA, and he is working the West Coast. Jane Zallo has been added to the promotion staff to work in Los Angeles and Bakersfield.

"The front man," signed with Columbia, will be the group for this tour which will tour the Sunset Strip. Tommy Cash has been signed to a contract by Epic of Los Angeles and Johnny Cash, his first release is in "Your Love Takes the Levitt Out of Me."

Metromedia's Clor Hart, whose May 31, 1969, BILLBOARD
The Giant is now three feet off the ground.

Which is not a bad start.
And we're gettin' higher every day.

"Yesterday, When I Was Young"
(Aznavour-Kretzmer)
Roy Clark
Dot 17246

This is a national hit. Right: NATIONAL!
With across-the-board airplay across-the-country.
Thank you, Charles Aznavour, for a magnificent song.
Thank you, Joe Allison, for an outstanding production job.

And thank you. We needed that.

"Baby, I Love You"
Andy Kim
Steed 716
Produced by Jeff Barry

And this is a national hit, too! Do you believe that? Wow!

Thanks again.
They're both good records and we really appreciate the play.

We've got three hit records happening all at one time...
all across the country...
and they've been a long time coming.

Now for the third hit...
Many jocks around the country have said, "What would summer be without Brian Hyland?" Really. Lots of them DID say that. Remember...

"Itsy Bitsy Teeny Weeny Yellow Polka Dot Bikini"—1960
"Sealed With A Kiss"—1962
"The Joker Went Wild"—1965

Well, always delighted to oblige, we now present

"Stay And Love Me All Summer"
(A. Kasha—J. Hirschhorn)
Brian Hyland
Dot 17258

This is a good record. A really good one. All the trades think so. An awful lot of stations think so. And we think you'll think so.

Production credit goes to our own Ray Ruff. Thanks, Ray, for a super Summer record. And we thank you for staying and loving us all Summer. Brian thanks you, too.

That's right, DOT Records. The one with a whole bunch of artists who are as good as gold.

The Giant that woke up, sprouted wings, and is now three feet off the ground.
NEW YORK—Columbia next month continues its "Greatest Hits" series with an album of Chopin's music. George Sorel and members of the Cleveland Orchestra in serene and evocative variations on Paganini and Handel.

Schumann and Mendelssohn concert pianists Rudolf Serkin and the Philadelphia Orchestra under Eugene Ormandy are recoupled in another album. The Gregg Smith Singers present 20 choral songs of William Billings, an American composer of the Revolutionary War peri

Soprano Veronica Tyler and baritone Robert Moulay will be in a concert version of Gershwin's "Porgy and Bess" in four performances in New York. Pianist Anthony Pappano conducts the "Promenades" programs beginning Friday (30). Pianist Theodore Lettsome and his 20-student program will perform on Thursday (22) with a feature soloist, French pianist Vladimir Horowitz, Columbia's MS 7173 (2).

GRIEG: CONCERTO IN A MINOR/LUZHI: CONCERTO NO. 1

Van Cliburn, Copley (Moscow), RCA Red Seal LSC 3065 (3).

MOWZART: CONCERTOS 17 & 21 (Eila Maddage)

Ando/Concerto de la Salle, Montreal Academy (Ando), DG (No Mono) 128 783 3.

LINDBERG: DUNGEY'S GREATEST HITS

New York Philharmonic (Bernstein), Columbia ML 6288 (M); RCA 6999 (4).

ROYAL FAMILY OF OPERA (2 LPs)

Various Artists, London EPCO-51 (1).

STRAVSKY: ALSO SPRACH ZARATHustrA

Philadelphia Orch. (Ormandy), Columbia ML 5947 (M); MS 6574 (5).

MACGINNIS: L'AMICO FELICE (2 LPs)

Frank/Italian Opera House Orch. (Gavazzoni), Angel SRL 3737 (5).

The American Symphony Orchestra

Vladimir Fedoseyev, Columbia's MS 7170 (2).

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**Coin Machine World**

**Warn FAMA Of Expected Tax Increase**

*By Bob Latimer*

TIERRE VERDE ISLAND. Florida—Max Boucher of the Florida Amusement and Music Association (FAMA) meeting here last week were warned that the State Legislature "is searching for $80 million in revenue from any possible source." Boucher said that he had discussed other legislative problems, including one involving free-play on pin games, with James Tolsiano as president and participated in a Music Operators of America (MOA) public relations seminar.

Here conducting the MOA seminar were national MOA group's president, Howard Ellis, from Nebraska, and MOA executive vice-president Fred Granger, Chicago.

Operating on an unusual split-schedule basis, which left Saturday free for fishing, golfing and swimming, the three-day meet featured a brass-tacks atmosphere as the membership settled down to the business meeting. Retiring president Jim Mullins told of the decision to drop a h e a d l o c a l meetings throughout the State, to be replaced by meetings called only as needed. However, reports toward the chartering of local associations in major cities will continue. The association has picked up members steadily through committee efforts along these lines, resulting in a dues paying strength of 110, even following the dropping of numerous delinquent members during the year past. Some 25 members have been brought back to active participation out of 56 dues-delinquent names.

Mullins introduced Julius (Dutch) Sturm, FAMA executive director (Continued on page 73)

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**PROGRAMMING**

**Rowe’s Film/Record Expert Tells of Concept’s Success**

*By Earl Paiger*

MIAMI—The film/jukebox concept may have its detractors but Ronald Goldfarb, record company co-coordinator for Rowe International, Inc. here said he can only describe the concept as "fantastic." He said last week, "We can't get enough film. One operator bought 75 films at one crack. We also have had fav- orite films re-made because of demand." As for co-ordinating films with the proper recording.

Goldfarb said it entails a lot of work and might be confusing "for someone without experience."

In Goldfarb's case, he has been in the record business and associated with three top-10 stores for 10 years, despite being only 28 years old. He was a branch of Bush International, the Rowe distributor in Florida. (Continued on page 72)

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**Seeburg Complaint Against NSM Dist.**

CHICAGO—Seeburg Corp., div. of Commonwealth United Corp. for Northern District of Illinois alleging infringement of Seeburg's design patent on its Spectra model phonograph. The complaint was made against Specialty Sales Corporation of America here, distributors of the German-made NSM phonograph.

The complaint alleges that Specialty Sales Corp. is infringing the Seeburg patent No. DES. 214906, which covers design features of the Spectra. Such infringement, the complaint alleges, stems from Specialty Sales Corp. selling the NSM Prestige 160 unit, manufactured by NSM Apparatebau GMBH, Bingen, Rhein, West Germany.

The complaint states that it is Seeburg's understanding that Specialty Sales is a club distributor of Specialty Sales Corporation, Inc., Oakland, Calif., which is the exclusive distributor for NSM. Seeburg requested that the court enjoin Specialty Sales from infringing its design patent. (Continued on page 73)

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**Sega's Rosen Tells Need For Increase in Pricing**

TOKYO—The necessity of "raising prices to raise income was repeatedly stressed by Sega Enterprise president David Rosen in a recent address to Japanese coin machine manufacturers and location owners.

Rosen's comments, which were published in a widely circu- lated newsletter, touched on four main reasons why operators must now reassess their pricing structure. These were listed as changes involving world-wide inflation, pricing strategy, mass psychology and the public's leisure attitude and technical and conceptual changes in the industry.

"It is illogical to think that low prices would eventually bring in sufficient business volume to exceed what could be earned at the correct higher multiple per play (not to mention the additional depreciation on the equipment and the extra service costs the lower price would entail)," said Rosen. "It is realistic to approach the problem with the question, 'How should I raise the price per play and by how much?"

"With few exceptions, operators who raise per-play prices in a systematic way find that even when the average number of plays drops percentage-wise for a period following the change-over, the total income does not drop. After a brief period, in- come rises to a satisfactorily high level. Even experienced operators are often amazed at what the public will accept in the way of higher prices when the changeover is handled intelligently."

"While many good locations are constantly being developed, the exceptionally good locations are difficult to find. This is true in Japan and throughout the world. Further, many operators (Continued on page 75)

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**Daddis Praises TCU As a ‘Money Saver’**

*By Ron Schlachter*

UNION, N. J.—United Bil- liard Corp., makers of the TCU (Continued on page 73)

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**Set Hearing On Ill. Pins**

SPRINGFIELD, III.—The stage is set here for what should be the legislative climax of another annual skimball revolv- ing against anti-pinball legislation when the House judiciary committee hears testimony on Senate Bill 592 on June 1. The bill, as amended, would have the effect of outlawing bingo-type machines. But the larger question, according to Chicago area pinball operators, is one of enforcement. He thinks the present law is effective. Murtough, of Murtaugh, Nelson and Sweet, has been rep- resenting Bally Manufacturing Corp. in previous hearings, and sums up his opposition to the proposed bill by making several points:

"For one thing, my client thinks the bill is discriminatory because Bally is principally the only company making bingo-type (Continued on page 72)

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**ZOA Election**

WIESBADEN, Germany—After seven years as president of the West German coin machine operators association (ZOA), Hasslo Lofgren of Cologne has been succeeded by the associa- tion's former treasurer, Werner Schmidt.

New treasurer is Willy Mueller of Frankfurt, chairman of the Hamburg branch, who was re- elected vice-president of the ZOA.

The ZOA's general secretaries, Hans Ondthall and Bernhard Reschard, will be resigning their positions after seven years, no replacements have been appointed.

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**AUTOMATIC COIN EQUIPMENT (ACE), Cardiff, Ltd. plans to build a new factory at Llantristad, 10 miles northwest of Cardiff, said Dad- dis. "It does exactly what we say it will. Testing began back in December and there are now hundreds out on location. Actu- ally, it eliminates giving the quarter back."

"It's not a unit that can be easily adapted to other mech- anisms on the market. However, it's very simple to hook it up to all our models. All it needs is a mounting bracket and two screws. (Continued on page 72)

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MAY 31, 1969, BILLBOARD
Daddis Praises TCU

"As for reaction, comments have been to the effect that we ship nothing else in the area. Without a doubt, we definitely believe that this is the biggest advancement that has been made in the pool table coin mechanism."

Working as a tension spring, the TCU gives the players about a 15 second margin of error by holding the interior trap open until the last ball drops down. According to Daddis, the Silver Fox line, featuring the TCU, will be ready for delivery in June.

Rowe's Film/Record Expert Tells of Concept's Success

According to Rowe, the operation has one-stop shops in Jacksonville, Tampa and here. "I listen to about 100 different records every week in an effort to stay on top of picking the ones to go with the eight films we release each month," he said. "If I hear a good ballad, for example, I note it mentally and pray the time is the right duration to be coupled with a film."

He said if he can come within five seconds in matching the time of film with record he is satisfied. While he concedes that much of his criterion is of necessity based on artistic and subjective decisions—whether a given record is rb or pop, for example—he does have definite guidelines.

"Oldies"

"After determining which rec-
ords fall into three basic categ-
ories, r&b, pop and c&w, I try to match the film to a current release and an oldie." He said "oldie" and "standard" are synonymous in his mind, but that the terms describe a recording that has sold "at least 500,000 copies."

"Basically, I want to list a record that operators can find at their one-stop. Why list something that might be a cut-out and no longer available from distributors just because it fits the tempo and time required to fit a film?"

As an example, Check In, a new Rowe Phonovue film, was paired with "Heather Honey," Tommy Roe's new ABC recording, "The Weight," by Arthec Franklin on Atlantic. "The latter is a standard by now and most distributors around the country and one-stops, too, maintain stock on it," Goldfarb said.

Another example: Wishing Well, coupled with "Bad Moon Rising," the new Fantasy release by Creedence Clearwater Rev-
vival, and an oldie album (Continued on page 75)

What's Playing?

A weekly programming profile of current and oldie selections from locations around the country.

Baton Rouge, La., Location: R&B-Lounge

LORNA FAYE Satri, programmer, Amusement Co.

Current releases:

"Move Today Or Yesterday," Spiritual Stopwatch, Columbia 4-6677.
"Bond Of Love," Creedence Clearwater Revival, Fantasy 622.
"Lovers On The Loose," Otis Redding, Also 6077.
"Oldies:

Anything by James Brown.

Jacksonville, I., Location: Adult (Over 30)-Tavern

CHICK HENKES, programmer, Henske Music Co.

Current releases:


Oldies:


Morgan City, La., Location: C&W-Lounge

JOE KEATING, programmer, Twin City Music Co.

Current releases:


"Dancing In The Streets," "Let The Good Times Roll," "Silver Threads And Golden Keys," "Dancing About Girl.""""

Set Hearing On Ill. Pins

"Continued from page 71

games. Also, the bill doesn't allow operators a fair chance to phase out of this type of equipment and some may have substan-
tial investments. In effect, what is legal one minute is de-
cided illegal the next.

"I think the present law is completely effective because it leaves it up to the local communities as to enforcement. These machines are not hidden they're in public places and the local authorities are in the best position to know what's happen-
ing."

Murtagh makes the further point that people can gamble on "almost anything." He said, "I fail to see the logic in people testifying that there are some 700 bingo-type games in 250 locations around the State. If people know it, and it's against the law, why don't they make arrests?"

The young attorney, who seems to view the situation somewhat philosophically, said there didn't seem to be as many anti-pinball bills in the current

session. "I think there were something like 14 different ones a couple of years ago." This year, aside from 592, there are three other similar proposals.

"There's always pinball legislation of some type it seems," he said.

Testimony on Senate Bill 592 may come "in the wee hours" again, he indicated. The House judiciary calendar is reported to be quite heavy and all bills must be considered in committee by June 14. If the House committee passes it, the bill then goes be-
fore the full House and must then be signed by the governor.

West German Distributors See '69 Rise

"Continued from page 71

for 1969 were made at the meeting. According to the DAGV general secretary, Wolf Mayer-Christian, one third of the total turnover for 1968 came from pay-out machines, which are statutorily required to pay out 60 per cent of the coins in-
sorted.

DAGV members control nearly 80 per cent of the West Ger-
man coin market outside the vending field.

Last year produced a slight re-
cess, because of the introduction of machines with a 15-sec-
ond game cycle paying out two marks instead of one. Invest-
ments in these machines had caused a slight fall in the pur-
chases of phonographs but the association was confident that the last ground would be more than made up in 1969.

There are currently 60,000 jukeboxes operating in West Germany and the factory had remained virtually static for the last 10 years. But it was ex-
pected that the replacement quota would climb from 10 per cent to 11 or 12 per cent in 1969.
citing the experience of operators in South Dakota and Arizona as well as Long Island. The excellent returns are matched by the fine potential for landing new locations in every case. More will be forthcoming in this area, he promised.

Vendors

The possibility of bringing state vending operators into FAMA was discussed, with the thought that vendors might easily benefit from the same representation. Later in the meeting, however, George Harvey Dukett, president of the huge Automatic Merchandising, Inc., Tampa, active both in music and full-line vending, struck this proposal down with the statement that "The two operations have very little in common and very little need for the same organizational services." On motion, the suggestion was dropped.

Granger outlined current standing of the copyright bill which has been with the Senate Judiciary Committee for two years, pointing out that the MOA is standing pat on an $8 per year for phonograph fee, "a real achievement in view of the fact that the original proposal called for $60 per box," he said. Under-scored was the fact that this issue is being pushed aggressively by the National Committee for Recording Artists, headed by orchestra leader Stan Kenton.

Much of the meeting was devoted to better public relations and practical methods of improving the operator's image, with Granger moderating. He distributed copies of the prepared MOA speech for operator members and suggested "self-training" methods for giving it efficiently. "Operators should sit down and read the speech several times, over a considerable period of time," he said, "in order to appreciate its points. He should practice delivery" in front of a mirror." Ideas were volunteered by members for public relations, including charitable donations of machines, participation in civic events, better identification with business. Ellis urged the display of a new phonograph wherever a speech is given.

Elected for the 1969-1970 presidency of FAMA was Jim Tolisano of Treasure Island Fun Center, Treasure Island. His acceptance of the gavel highlighted his unique career in that he has now been president of two state associations, as well as MOA itself. He is a past president of the Connecticut Music Operators Association, and joined FAMA in 1958. He is a past president of the Connecticut Music Operators Association, Six regional vice-presidents named were: Ernest Owens of Vero Beach Music Co., Vero Beach; Bob Peli of Frank Peli Amusement Co., Orlando; Fletcher A. Blacklock of Blacklock Music Co., Pensacola; Wesley Lawson of Lawson Music Co., Winter Haven; Butler Follin of Butler's Music, Layton, and Ralph Sherburne of Bar-Stell Music, Gainesville. Elected secretary was Sol Tabb of Sol Tabb, Inc., Miami, with Pleasan Stambaugh Jr. of West Palm Beach being elected treasurer. Jim Mullins became chairman of the board.
Bulk Operators Put Artistic Talents to Use in Promotions

DOTHAN, Ala.—Bert Vitkos, owner, Bert's Vending Service here, is considered one of the most promotion-minded bulk operators in the area. He does much of his own art work and sign painting and even contributed graphics for the 35th anniversary celebration of Birmingham Vending Co. One of his slogans is "home owned and operated," which he uses to combat competition from national operating companies.

Vitkos is a young operator with more than 300 locations in this southeastern-Alabama community. He identifies every machine with a bright, gold label with his name, telephone number, and address. Instead of remaining anonymous with many locations such as service stations, bowling alleys, supermarkets, airline, bus, and train terminals, Vitkos is a "hand-shaker" who is positive about letting everyone possible know that he is a Dothan native. He stresses that he is in the bulk vending business, and out to please his public.

In many locations, he tailors stands and enclosures, to match the surroundings, a fact which invariably pleases location owners and leads to more worthwhile spots.

He has likewise taken over many "difficult" locations, such as an outdoor-sidewalk spot in a busy shopping center, building a heavy, protective cabinet in which 1 bulk venders can be easily secured. It can be closed by a locked door, in one motion, after the Center shuts down for the night.

Like many operators, Vitkos made no specific attempt to

(Continued on page 75)

Bulk Vending News

Hurvich Bros. Set for 38th

BIRMINGHAM — The 38th anniversary celebration of Birmingham Vending Co., scheduled to take place here June 8, is expected to attract a number of industry representatives, including many operators from Louisiana, Mississippi, Florida, Georgia and Tennessee, as well as Alabama.

Max and Harry Hurvich, known in the industry as the "Gold Dust Twins," established Birmingham Vending in 1931 after working for their uncle in a candy wholesaling business. Starting with penny gum ball machines, the brothers carefully reinvested their capital and went on to make their company one of the leading distributing firms of bulk, music, game and cigarette products.

While the Sunday open house

(Continued on page 75)

Bitterman Event

KANSAS CITY, Mo.—Bitterman & Son here will hold its annual open house June 29. Among the 150 guests expected to attend are Jane Mason, Ray Bill, Sidney Eppy and Margaret Kelly. Bernard Bitterman is secretary-treasurer of the National Vending Machine Distributors, while his son, Alan, serves as assistant secretary-treasurer of the group. Alan is also president of the newly formed Missouri Bulk Vendors Association.

If your competition is giving you location trouble...

You may find the answer to this problem by operating the most advanced idea in bulk vending — the all new Victor

SELECTORAMA®

CONSOLE

With six different combinations to select from to fit any of your locations. Will vend a variety of merchandise and coin combinations — 1¢, 5¢, 10¢, 25¢.

Front door operation saves 50% to 75% service time. Bigger display, more profits.

See your distributor for information and delivery date.

VICTOR VENDING CORP.

5701-13 West Grand Ave.
Chicago, Ill. 60639

Say You Saw It in Billboard

MAY 31, 1969, BILLBOARD
Rowe's Film/Record Expert
Tells of Concept's Success

- Continued from page 72

"Stitching it Back" by Clarence Carter on Atlantic.

Other examples on Rowe's newest film/record pairing list contrast new releases with older songs that sold in good quantities. Check Cut is a film that Goldfarb suggests can be used with "Gentle On My Mind," the Dean Martin Reprise recording of some time back, or, "Johnny B. Good," the newest Buck Owens recording on Capitol.

This combination of recordings for one film, obviously demonstrates the kind of artistic and intuitive judgment Goldfarb has to make; and as well, the melding together of music categories.

Waiting, another Rowe film release for May, can be used with "Apricot Brand," the not-so-recent Rhinoceros recording on Electra, or, with "Just a Melody," the newest Brunswick release by Young-Holt Unlimited.

Still more film/record pairings: Star is Born, to be used with either "The Time Is Today" on Warner Bros./Seven Arts or "Anything Better Than Love," on Philasoul; Fun House in the 1960s.

"Making Good," the Toast of the Town is a film featuring a very attractive girl shooting billiards. People in bars, country men, of course, want to see it over and over. In a case of a film like this I may pair it with six different pairs of recordings over the course of a year.

"Quite often a recording comes out that I immediately recognize as being more appropriate for a certain film out in the field than the one being used and I suggest the newer song." Goldfarb said he regularly makes a list of Rowe's top 24 films to as many as 1,000 operators. The current list, in addition to the above-mentioned films: Parachutist, My Hope, Viking Maid, Bewitched, Sing Off, Night Rider, Dynamo, Robin Hood, Surprise Package, Making Good, The Veil, The Archer, Behind Closed Doors, Up, Off and On, Fashion Show, One Too Many, Fortune Cookie, Fish Net, Sounds Fishy, Bust In and Escape.

Rotating films, according to Goldfarb, depends on the meter registers that tell how often a given film is played. "In the case of an operator from Jamaica, evidently every film he has is rolling the meter over. He bought 75 films at once. Other operators only change two or three films a week.

"We have one location here that is doing $125 in quarters every week. Obviously, with this kind of action you wouldn't change films so frequently. They're paying everything."
ARGENTINA
(Country courtesy of La Fama) "Denotes local origin"

This Week

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<th>Week</th>
<th>Track</th>
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<tr>
<td>14</td>
<td>CUPID-Johnny Nash (Major)</td>
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<td>25</td>
<td>BASEMENT SONGS -Group (Decca)</td>
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<td>20</td>
<td>Sarah Vaughan and Billy Wray (Philips)</td>
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<td>JOHNNY CARITAS (Stax)</td>
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<td>GENTLE ON MY MIND -Snooch (Stax)</td>
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<td>21</td>
<td>THE BLACK (CBS)</td>
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<td>24</td>
<td>I WANT TO LIVE -Joan (CBS)</td>
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<td>28</td>
<td>SNACK IN THE GRASS (Philips)</td>
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BELGIUM: FLESHLY
(Country courtesy of JBL) "Denotes local origin"

This Week

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<td>HAPPY SATURDAY -Nunzio (Cedip)</td>
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<td>IN A MIRACLE WORLD -The Beatles (Decca)</td>
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<td>BEATLES-DEMONS (CBS)</td>
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<td>THE BEATLES-DEMONS (CBS)</td>
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<td>THE BEATLES-FAIRSELL (CBS)</td>
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BRITAIN
(Country courtesy of Beatles) "Denotes local origin"

This Week

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<tr>
<th>Week</th>
<th>Get Back - The Beatles</th>
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<tr>
<td>20</td>
<td>SENTIMENTAL FRIEND -Barnes (Columbia)</td>
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<td>19</td>
<td>JAIME MONSIUR (Columbia)</td>
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<td>THE IMPOSSIBLE (Columbia)</td>
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<td>JACKY VERNON (Columbia)</td>
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<td>16</td>
<td>BEATLES-DEMONS (CBS)</td>
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<td>BEATLES-FAIRSELL (CBS)</td>
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Dexter's Scrapbook

- Continued from page 56

wood, a landmark that for 30 years was known as Earl Carroll's and, more recently, the Manhattan Chop House.

With a little help from their friends, the Fool transformed the 1,200-square foot dance floor into a sort of Gargantuan, psychadelic rainbow, about one-fourth the size of a football field. It reverently depicts the current Aquarian Age, and the brave new world, that will forever remain as testament to the genius of the Fool.

Judy Collins simply took South America apart on her recent visit. Her concerts were sellouts, and weekdays she spent completing her autobiography, one which will feature the music and lyrics of her same sex, as well as straight and photos.

Miss Collins made her first album in 1961 and has recorded exactly one each year since. And while she once considered herself a solo performer, a storyteller, she now wants to augment her vocal talent with a combination lead guitarist and a man who tripes on fluit. "I think the two of us could be a couple of more wind instruments." As a child she could only imagine it on piano. Now, at 30, she is planning a return to the piano for her next album.

"America," she says, "is so young it doesn't have much of a musical tradition. Not until Bob Dylan. Contemporary composers are causing an awareness here too..."

Funk. Some of us said the following about the songs of the '60s a long, long time ago.

Key Starr flew 1,600 miles from San Francisco to California recently to make good a promise she once tendered to John Harrah, of Harrah's Club in Lake Tahoe. She chose "Some- Thing I Like a Motherless Child" and "My Buddy" as her selections at Harrah's funeral.
HERE IT IS:
LP NO. 4 BY
THE MOODY BLUES

THE MOODY BLUES
On The Threshold of a Dream

Mick Bender
Justin Hayward
Ray Thomas
Gusanus Edge
John Lodge
Terry Clarke (Producer)

TEN PAGES OF GREAT PHOTOS INSIDE ALBUM COVER

THE MOODY BLUES

DAYS OF FUTURE PASSED
THE LONDON FESTIVAL ORCHESTRA

GO NOW
THE MOODY BLUES #1
FROM THE BOTTOM OF MY HEART
This is TOM JONES

...and this is "Mr. Excitement's" sure #1 chart LP...

...and this is Tom Jones' in-person U.S.A. tour...

May 22-June 4... Copacabana, New York City
June 6-July 2... Flamingo Hotel, Las Vegas, Nevada
July 5... Oakland Coliseum, Oakland, Calif.
July 7-12... Greek Theater, Los Angeles, Calif.
July 15-20... Oakdale Theater, Wallingford, Conn.
July 21-26... Carousel Theater, Framingham, Mass.
College Conference Is Given 'S' for Success

WATERLOO—The first College Entertainment conference, sponsored jointly by the University of Waterloo and the Waterfront Lutheran University, was a success. The conference was held on campus in Waterloo from May 8 to 11, drawing more than 350 participants from as far as Winnipeg, New York and Vancouver.

The conference featured interesting discussions, talent showcases, and there were ample opportunities for college bookers to get together with performers.

Lectures were given by W. Martin McCauslen, of the Albert Grossman Management Corporation, Marilyn Lipsius of the Fredman Management Corp., and by various key university bookers and promoters.

Many of the problems were discussed which have been ailing Canadian universities in their quest to provide students with first class entertainment at realizable prices and, hopefully, some answers will be forthcoming. The committee is planning the second College Entertainment Conference.

Sugar-Pye In the U. K.

LONDON—Pye has a pressing and creative deal for the new Sugar label released by Ashley Kozak, Ronnie Oppenheimer and Wally Peru. Sugar’s parent company is the Jamaican record label Flairite, owned by Charles Ross.

The label will be launched at the end of the month with three singles—by Tony Kingston, Joe White and a new group called Frez. Sugar is also being launched in America and Canada by Bell.

Parley Explores Problems in Booking Talent for College

TORONTO — Representatives from almost every Canadian Institute of Higher Learning gathered together May 8-11 with many of their competitors from universities and representatives of the major Canadian and American talent agencies, to explore the second booking scene in Canadian colleges.

It’s too early to tell if any thing positive resulted from the conference, which was conducted under the auspices of Waterloo Lutheran University and held in the Park Inn hotel in western Ontario. But that it happened at all indicates a growing awareness among Canadian colleges and universities, that there are many unresolved issues.

There’s the issue of a so-called “booking circuit,” for example. No such thing exists, or if it does it is on a very small and localized basis. Almost every college in Canada seeking name talent books on a one shot booking basis must have a chance to get and the price it can afford. The reason for this is lack of size and lack of funds which could enable colleges to take on high priced acts on off-nights.

Canadian colleges generally lack the student body size of most U. S. schools. They can’t afford to take the risk of acts on a Monday or Tuesday night. This would be necessary if any organized booking circuit were to be set up. Weekends, act will draw off nights may not be. Talentplugs in all over the Continent are soaring. This effect is less well-honed Canadian schools before it hurts (Continued on page 80).

From the Music Capitals of the World

Polydor Samplers to Push Blues & Jazz

TORONTO — Polydor of Canada will release a series of sampler designed to boost acceptance of blues and jazz products on U. S. ABC Paramount subsidiary label in Canada.

“The samplers are to re-introduce the ABC lines to Canadian jazz and blues fans. These products were handled by another company, and we feel there is a need for re-introduction. It’s the first time I’ve ever heard of two record samplers being sold by a company here,” said David Garneau, Polydor’s label manager for U. S. product.

The samplers include: a two-record “Best of Broadway” set which will sell for $5.98; a two-record “Best of Riverside” set which will also sell at $5.98; a single disk “Best of Impulse” LP or best of Tangerine sampler at $2.98, and a two-record “Best of Command” LP.

Later in the year, says Garneau, Polydor plans to re-introduce the Elate and Jazz labels. The label is also very concerned with budget product, he said.

In the fall, we have a substantial release of Riverside material.”

‘Campaign’ To Tour U. S.

TORONTO—One of Toronto’s very best R&B shows is The Christopher-Edward Cam paign received to Canada recently following a week in the East. The band has been booked for a week in the U.S. during which the band will have much success.

Concerting on the Boston area over the past three days, the group have booked northward and southward for the first week of the tour. The band has received maximum exposure throughout the duration of their stay and did so well that repeat booking offers are now being lined up. Among the engagements the band has accepted is an appearance on the ‘Billboard’ at Boston’s New England Bank, July 11.

The group is currently negotiating a recording contract and is in the process of preparing original material for their initial LP.
BRAZIL ACTS TO STOP TALENT EXODUS
Plans Reforms in Collection

By HANK JOHNSON

RIO DE JANEIRO—The Brazilian government plans to reform the system for collecting authors' rights in order to prevent the exodus of Brazilian talent. A State-controlled Central Authors Agency has been prepared by the Ministry of Justice's legislative committee. The agency will be headed by a National Council of Authors and Connected Rights. The collection agency would be made up of representatives of private as well as public organizations. The supervisory National Council would consist of representatives of government ministries as well as the private groups.

The collection agency and the supervisory council are somewhat related to the recently formed legal committee for the Code of Authors and Connected Rights. A welfare fund would be created partly by taxing radio and TV receivers as well as phonographs and record equipment. The legislative committee's work should finish by mid-June. It is headed by Judge Milton author of Símbolos and professors Candido Filho and Vitorino Silva.

SUGGESTIONS TAKEN
Suggestions have been received by the legal committee from most of the private organizations which represent composers, authors and publishers (SBACEM); the Brazilian Society of Interpreters, the Independent Society of Composers, the Association for the Defense of Authors and Phonomechanical Rights (A U N S), and the Brazilian Society of Theatrical Authors and the National Cinema Institute.

The committee proposes to multiply private agencies of the same kind. Even if a composer sold his rights, he would continue to receive a percentage that will be paid to his survivors. Moreover, rights would be paid on the same basis as in the United States and to be collected by the existing agencies. He described them as "mere intermediaries between the artist and his public."

The departure of composers is mostly done partly by selling their rights in California that moved his father to the United States and to Europe in search of more money and better opportunities. Jornal do Brasil, a leading newspaper, called for an investigation of the existing collecting organizations. Said the newspaper in an editorial entitled, "The Privilege of Music: 'It is necessary for the government to investigate and stop the innumerable collection agencies.'" Special interest in the situation of Brazil, the talent is leaving and all your hear is foreign records," she commented. ElZAAR DE CARVALHO, symphony conductor, announced that he too, was leaving. He formerly had the position of the S. Louis Symphony.

There is a continuing exodus of Brazilian talent in the domestic market. There is another problem in the circuit scheme and it is geography. The country was vast and the supply of people, that distance between cities is extraordinary, long, with the exception of the densely populated southern Ontario region. TEL AVIV—Following a decisive defeat of the Tel Aviv fixing mechanical royalty on records at 6.25 per cent of the retail price, the Israeli composers and publishers association (ACUM) has insisted on the renewal of the compulsory license to be observed.

This means that before any record can be released in Israel, the record companies must send for each record released. The national association enforces strict observance of its terms of the compulsory license. "I saw no alternative but to sign a new contract with ACUM/BEMI," said Schmidt. In an emergency meeting of the composers' guild, however, the CBS unilateral action was condemned by members who felt that it weakened the record industry's chances of negotiating a more reasonable blanket deal with ACUM.

LA COMPAGNIE, La Compagnie, CGD Contract

MILAN—CGD has closed a three-year exclusive contract to represent the French La Compagnie catalog in Italy. The contract will be handled by CGD general manager, Giuseppe Gianni, and La Compagnie president, Bruno Zanella.

"The move," Gianni said, "reflects CGD's increasing interest in the work of French composers. It has a similar language to ours and we have found them easy to work with." In addition to the La Compagnie deal, CGD-CBS considered French art songs over the last few months. They have a similar language to ours and we have found them easy to work with."
The Peppermint Rainbow's "Will You Be Staying After Sunday" stayed on the charts Sunday after Sunday after Sunday - eighteen Sundays in all. Now they're back and they plan to stay again.

Watch for their soon-to-be-released album "Will You Be Staying After Sunday"

Incredible new excitement on Decca Records.
From The Music Capitals of the World

* Continued from page 9

chances for "Sonny's Better Half," a new country single from Canadian singer Bruce Cockburn, released as a self-penned number produced in Nashville. Guests include Guitar Slim, S. U. S. release

In the top 10 of the American singles chart, Marci... to the piano-pop hits of "The Best House Parties in Town" with "The Manhattan Transfer," "Patti..."

ANTONIO CONTRERAS

AMSTERDAM

Phonogram has acquired Dutch rights to its newly created... includ... recordings by Georg... Piazzolla, and Mauricio Valsotti. 

ANTONIO CONTRERAS

MILAN

Giuseppe Giannini, general manager of WEA Italy, celebrated his 10th year with the company. Every year, WEA Italy gives him a non-exclusive contract with Antonio to digitize the Ariston catalog on 8-track cartridges. Record re...

CHUM in Radio Deals

MONTREAL — Toronto radio station CHUM has reached an agreement with the TEC (The Entertainment Company) to purchase the Canadian Radio Television and Telecommunications Commission's (CRTC) decision granting a licence for a new English-language... For the CRTC setting a June 10 hearing date for the share tran...

CARLOS ALBERTO MARTINS

TOKYO

CBS Sony have their strongest selling single since the company... "Spring in the City," by菩萨 "I Am in love," released in Mexico and Argentina. This is the fourth single released on the JPR Records label. In Sweden, "I Am in love..."

ELRING for Czech Fest

PRAGUE — The Duke Elring Orchestra and the Kenny Clarke-Boland Sextet have announced that they will appear in the International Jazz Festival to be held here July 16-30.

The Elring band will open the festival with two concerts on Oct. 30 and 31 and the event will be closed by the Clarke-Boland Sextet.

Also appearing in the festi... will be the Oscar Peterson Trio, the Dukas Ensemble, the Czech National Jazz Band, and... in the Czechoslovakia. The festival will coincide... An exhibition of jazz literature and a meeting of jazz festival section and in Euro-ch, June 19 in Union.

Ricordi's Italy Deal With Stax

MILAN—Duchi Ricordi has acquired Italian acquisition of the American Stax label and will launch them on the Italian market with the Stax Artists and... "Time Is Tight," by Booker T. and the MG's.

MAY 31, 1969, BILLBOARD
DGG, Spanish Subsid, Introduce 6-LP Pkg.

TOLEDO, Spain—Deutsche Grammophon, in association with its Spanish affiliate, Fonogram S.A., arranged a special two-day program for the press in Toledo and Madrid, May 7 and 8, to introduce the new "Hispaniae Musica" series which will be released on Archiv.

Described as "a panorama of Spanish music on six LP records," the Hispaniae Musica series represents the first classical collection from Archiv devoted to the music from a particular geographic area. The collection includes works by Morale, Victoria, Palero, Soto, Lacerna, Bermudo and Tomas de Santa Maria and features music played on vihuela, guitar and the historic organs of Saragossa, Toledo and Madrid.

The presentation of the series opened with a talk by the Spanish musicologist Lothar Siemens given in one of the luxuriously furnished rooms of the Palace of Puensalida in Toledo.

The journalists were then taken on a tour of the historic city, visiting the synagogue of El Transito, the Santo Tome church, the Santa Cruz, the museum of El Greco and the cathedral.

After lunch in the private rooms of the Duke of Lerma, located in the Palace-Hospital of Tavern, there were speeches by Fonogram general manager Mariano de Zuniga, the governor of Toledo Enrique Thomas de Carranza and the director of the Beaux Arts, Florentino Perez Embid.

On the following day, the party visited the Fonogram studios in Madrid to watch the recording of Joaquin Rodrigo's "Concierto de Aranjuez" by Narciso Yepes and the Spanish Radio and Television Orchestra conducted by Odón Alonso. After a tour of the Fonogram building, the journalists went to lunch at the students' inn of the Alcalde de Henares University where the visit was wound up by speeches from de Zuniga, the Catalan musicologist Doctor Querol, Joaquin Rodrigo, Narciso Yepes and Enrique de la Hor, representing the Ministry of Information and Tourism.

KENTI GOING TO U. K., U. S.

JOHANNESBURG — EMI (South Africa) is sending Gilson Kenti, author of a musical, "Life," to England and to the U. S.

A spokesman for EMI (South Africa) said that both England and the U. S. were interested not only in issuing the soundtrack of the musical, but also in staging the play itself.

"Life" has been touring South Africa for the past five months, and has proved to be successful. "We are confident that Kenti's trip will result in it being placed overseas," he said.

WILFRED JUNG of Electrola, extreme right, and Hienz Gietz of Cornet, second from left, shake hands after signing a new long-term contract for the distribution of Cornet product by Electrola. Looking on, left to right, are Dr. Krajewski of Electrola, and Guenter Illner of Cornet.

Is he moving faster than you can wrap him?

IMMEDIATE IN N. Y. INVASION

New York—U. K. company, Immediate Records, has opened a New York office with Paul Baines as general manager. The Immediate group of companies release U. K. acts such as Amen Corner, Humble Pie, Fleetwood Mac and the Nice and are distributed through CBS. Baines will look for record and publishing product and act as a liaison between Immediate artists and CBS. The temporary address of Immediate is 80 Central Park West.

All of a sudden he's a hit. And now you can't get him out of the house fast enough.

What you need in new biodegradable AW. The film that wraps albums up to 25% faster.

And Resinite AW does it at a lower packaging cost. Lower than any other film in the business.

And another plus, our new film can be used on all existing machinery. No mat- second from left, shake hands after signing a new long-term contract for the distribution of Cornet product by Electrola. Looking on, left to right, are Dr. Krajewski of Electrola, and Guenter Illner of Cornet.

Resinite Department, Borden Chemical, Division of Borden Inc., 1 Clark Street, North Andover, Massachusetts 01845. Name.

Company.

Street.

City State Zip
Limtridge to Be Handled
By SG-Col

LONDON — Screen Gems-Colombia has acquired worldwide recording rights in Ceredig David's Limtridge Music, the new publishing company formed by actor/producer Richard Harris, his brother, Dermot Harris, and John McMichael.

Limtridge will also be active in record production and has secured Vince Edwards from the London cast of the musical "Hair" Limtridge will produce three albums a year for a U.K. release on CBS.

Edward, who is managed by former disk jockey Mike Lennon, will be produced by Dermot Harris. Copyrights already in the Limtridge publishing catalog include the Jim Webb score for a film based on the life of Dylan Thomas, which will star Richard Harris, the score for a film of "Hamlet" and the score for the 1970 production "Stranger in Town," which will feature Richard Harris and Robert Mitchum.

Limtridge will also be producing a series of 26 30-minute TV films, with music by John Hawkesworth.

Other Limtridge projects include a 22-album set of the music of Ceredig Davis by actor Stanley Baker, for release on MGM, and a souvenir album, with music by Eric Wetherill, on the Zephyr label and the World Record Club as the Prince Charles album, "An English Prince in the English Country."
Since I was a child, I've always wondered about the destructive force in our world and nature, and why it should be so, and that pushed me to the search for truth and some meaning. The time went by, and I read many books and many questions, I came across the Scripture. I began to read it and began to understand many things. This book was written by men who were inspired by the Divine Spirit. Among them, there are Daniel and St. John the Divine, the prophets of our time, there is a destructive force which has torn humanity with wars and rumors of wars, greed, vanity, etc.; but soon, this force (adultery) will be eliminated and peace will be forever.

666 (Six hundred three score and six) is the mystical number of this force, and she is manifested and symbolized by the prophets in many ways.

Here is wisdom: let him that hath understanding count the number of the beast, for it is the number of a man, and his number is six hundred three score and six. Revelation, Chapter 13, Verse 18.
TOP 20 POP SPOTLIGHT

SPOTLIGHTS PREDICTED TO TOP THE 20 OF THE HOT 100 CHART

BOOKER T. & THE MG'S—MRS. ROBINSON

[Prod. Booker T. & the M.G.'s; Writers: Booker T. Jones, Al Jackson (M.G.'s), Steve Cropper (M.G.'s), Donald Fagan (M.G.'s), Ray Barretto (M.G.'s) & The MG's—One Mississippi Anthology, 1962—1974] A fun-filled instrumental featuring the MG's. Booker T. & the MG's have a powerhouse sound that will take you right back up to the top of the charts. "Gimme Shelter" is a must-hear song. Flip: "I'm a Man" (The Yardbirds, 1964). Billboard 1

ELEPHANTS MEMORY—CROSSROADS OF THE STEPPING STONES

(Prod. Wes Farrell; Writers: Shapero-Barrett (Packets Full of Tunes) & Eleonore Ascolani (Bodeg), 1969.) With its intense rockin' rhythm, the song's simple melody builds into a powerful climax. This is a must-listen for rock fans. Flip: "Packets Full of Tunes" (Eleonore Ascolani, 1969). Bodeg 98

TOP 20 COUNTRY SPOTLIGHTS

PORTER WAGONER & DOLLY PARTON—ALWAYS, ALWAYS

(Prod. Bob Ferguson; Writers: McGraw, Parton—SMI.) The consistent chart-topping duo gets a first-rate country sound with this exciting hit. Much of the hit appeal of his "Bring It Home to Mama" (SMI—1967). Rare 85062

LUKE THE DRIFTER JR.—BE CAREFUL OF STONES THAT YOU THROW

(Prod. Lyle Hamlin; Writers: Berry Braley (Braley), 1962.) The stylish move to the Capitol label is a potent one. The smoldering performance on "Bring It Home to Mama" has all the ingredients to carry her back to the top of the charts. Flip: "I Don't Want You to Know" (Capitol, 1965). RCA 174417

MELBA MONTGOMERY—AS FAR AS MY FORGETTING'S GOT

(Prod. Jake Hess; Writers: Billy Grammer, BMI.) The stylistic move to the Capitol label is a potent one. The smoldering performance on "Bring It Home to Mama" has all the ingredients to carry her back to the top of the charts. Flip: "I Don't Want You to Know" (Capitol, 1965). RCA 174417

CHART SPOTLIGHTS PREDICTED TO REACH THE HOT COUNTRY SINGLES CHART

SLIM WHITMAN—Inseparable (4 Star, BMI.) IMPERIAL 68394

BIL RAY PENNINGTON—What Ever Don't Have (Fame, BMI.) MONUMENT 11182

ERNEST TROOST—The Coquelettes—Farer (Mogi, BMI.) MTS 173

KATHY VENKER—The K-Tel Song (K-Tel) CHART 3015

SONNY WRIGHT—I Love You, Lorette Lynn (Sun, BMI.) KAPP 2699

JACKIE BUEHRS—That's What I Get for Being a Woman (Cathy, BMI.) CHART 3015

BILLY GORE—Do It (Cathy, BMI.) CHART 3015

R&B SPOTLIGHTS PREDICTED TO REACH THE TOP 20 OF THE TOP SELLING R&B SINGLES CHART

CANDI STATION—'TID RATHER BE AN OLD MAN'S SWEETHEART (Than a Young Man's Fool)

(Prod. Mike Naylor; Writers: Caron-Jackson-Young) BMI) The first product of the new RKO/S-Capitol line is a blockbuster, swinging Clarence Carter vocal lead that will hit hard and fast, both pop and R&B. Flip: "For You" (Meat, BMI), Fat 46468

RANDY LEE—BLACK HANDS, WHITE COTTON

(Prod. Paul Sturgess, Sturgess & Sturgess, BMI.) BMI—The powerhouse, driving, gospel-blue swing comes in strong and will hit the chart with solid sales. Solid pop potential. Flip: "Make Me Happy" (Music Makers, BMI) BMI 341

ROSCOE ROBINSON—De Men Baby I Love You (Catalyst, Atlantic) DNY 197

DIPLOMATS—It's Not How You Make Love (Catalogue, Dynasty) DYN 135

THE BILLY MITCHELL GROUP—Oh Happy Day (Jack-Eld, BMI.) CALL 146

BIG BOB TURNER—Love Ain't Nothing (Modern, BMI) KENT 312

THE SOUL DUO—This Is Your Day (Nimbo, BMI) SNIPON 202

LUKE OSBORNE—The Men Part II (Town City, Catalogue, BMI) PAULA 312

VIRGINIA GRIFFIN—De La Da Da Da (Mega, BMI) SHOT 241

DOBBY SHEAR—I Don't Have to Dream (Football, BMI) CAPITOL 2667

ALL MATERIALS SPOTLIGHTED THROUGHOUT THIS ISSUE HAVE BEEN REVIEWED AND ARE APPROVED FOR RETAIL APPLICATION. ALL MATERIALS SPOTLIGHTED THROUGHOUT THIS ISSUE HAVE BEEN REVIEWED AND ARE APPROVED FOR RETAIL APPLICATION.
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QUENTIN'S THEME
BY
CHARLES RANDOLPH GREAN SOUNDE
A SMASH SINGLE HIT

(From the T.V. Show "Dark Shadows")

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Corona, New York

MORRY GOLDMAN
Vice President & Director of Distribution
Highland Park, Illinois

VIC FRAZIER
National Promotion Director
Donelson, Tennessee

GEORGE RUSSELL
Hollywood, Calif.
This year's most talked-about score isn't "Mackenna's Gold."

Yet.

Music from the score of *Mackenna's Gold* composed and conducted by Quincy Jones and featuring the voice of José Feliciano performing "Ole Turkey Buzzard."

Available on RCA Stereo 8 Cartridge Tape.
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<td>Reprise Records PRT 152 (S)</td>
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<td>3</td>
<td>153</td>
<td>JIMMY CARR</td>
<td>Polydor Records P 2267 (S)</td>
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<td>151</td>
<td>AMERICA</td>
<td>Capitol Records SM 9919 (S)</td>
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<td>146</td>
<td>DARE</td>
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<td>146</td>
<td>THE ABBREVIATION</td>
<td>Capitol Records SM 9930 (S)</td>
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**TOP LP's Continued from Page 90**

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<td>First Take</td>
<td>Atlantic SD 160 (S)</td>
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<td>145</td>
<td>GENE VINCENT</td>
<td>Capitol Records SM 9931 (S)</td>
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<td>Dell Records DL 450 (S)</td>
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<td>THE BEATLES</td>
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<td>Atlantic SD 161 (S)</td>
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<td>YVONNE RICH</td>
<td>Capitol Records SM 9933 (S)</td>
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<td>BING CROSBY</td>
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<td>EDDIE RAPAGO</td>
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<td>154</td>
<td>NINA SIMONE</td>
<td>Colpix Records CLP 151 (S)</td>
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<td>156</td>
<td>JOHNNY CASH</td>
<td>Columbia C 9129 (S)</td>
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<td>158</td>
<td>ALLMAN BROTHERS BAND</td>
<td>Atco Records AS 2007 (S)</td>
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<td>LEE HAZLETT</td>
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<td>BING CROSBY</td>
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**Tape Pack Available**

<table>
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<tr>
<th>Week on Chart</th>
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<th>Label &amp; Number</th>
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<td>JOE COCKER</td>
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<td>JIMMY PAGE</td>
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<td>JOHNNY CASH</td>
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<td>5</td>
<td>160</td>
<td>LEE HAZLETT</td>
<td>Capitol Records SM 9940 (S)</td>
</tr>
</tbody>
</table>

**Complied from Retail Store Sales by the Music Industry Chart Department and the Record Market Research Department of Billboard.**
"...This might just be the first pop masterpiece."

- THE NEW YORK TIMES
May 15, 1969

"TOMMY"
THE WHO
DXSW 7205

To further quote The New York Times:
"...'Tommy' is just possibly the most important work that anyone has yet done in rock."

"Tommy" - a deluxe, two-record set with a fantastic triple cover and a full-color twelve-page book enclosed. It also includes their smashing recording of "Pinball Wizard."

Also available in 8 track stereo and cassette.

Incredible new excitement on Decca Records.
quotes. Extras.

"Weird Harold."

programs.

smith.

with

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rhythms

have

33

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"Fat

ten

icky-bopper to bubble gum,


U.S. Hip Acts Erupt

New York, in '70: Davis

appel in the U. K. than over

here, said, where the market has

been, the U. K. will still promote and
discover the straightforward pop single,

worldwide. Davis noted that the album

is lasting strength and big business also

is underground. It wouldn't matter if we
didn't put out a Blood, Sweat and Tears

single in the next six months, inter-

est in the group will still be high.

A boom in the U. K. market for

that type of record would lead to a corre-

sponding effect in Europe, said Davis.

The Continent presents a slightly more

trendy market rather than the U. S. and

has been very quiet for the last couple of

Top 40 radio has a longer

period, he said, "We were pleased with

the song in each country." Davis said

was signed some

we

written

Klein, Beatles' Business Agreement Is Spelled Out

Klein emphasized that under

its appointment, ABKCO would no

longer be concerned about the Beatles' record

royalties arising from all existing Beatles

recordings and future Beatles record-

ings. ABKCO's involvement, except to the

extent of increases in Beatles record

royalty rates during the period,

ability of the current arrangement. Klein

understood that there was no assurance that any existing

Beatles recordings or future Beatles

recordings would be rejected, or that if

rejected, ABKCO would realize

any material earnings therefrom.

REPORTED, but not verified,

that ABKCO would receive

20 per cent of the income of

the Beatles' collection of

companies from other sources.

At the same time, ABKCO

announced a net income of 

$28,799 for the six months ended

March 31, including an

tionary gain of $23,910, which

was the result of the earnings of

cents per share attributable to

extraordinary gain.

Filmmation and RCA Pegging TV Series; New Group

The group has signed an

exclusive five-year record and

management contract with Film-

ation, former financier and

group for appearances on the

"Jaggle Glowshow," "Holly-

wood Palace" and "The Music

Scene."

With the "Hardy Boys" al-

ready on the shelves, fans call

for the first four songs to be

recorded in June, with 12

songs to be recorded by July 25.

A show will have about 19

minutes of music, including

minutes of original background

music plus the three-minute

song by The Hardy Boys. More than

120 minutes of original back-

ground music plus film clips

for the show, utilizing a rhythm

section, bass, Fender guitar and

drums.

A short subject, "The Birth

of a Hustler," which documents

the creation of the group, will

be produced and shown in the

nationwide network of theaters

to coincide with the series TV

debut.

The documentary will have

original music and film clips,

songing the group will do in the

next few years.

eal Lunn.

ny Tarantino, Brett Kershaw.

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next few years.

Tape rights to all materials by

the Hardy Boys will go to RCA

"Dream'er's" Owner

NEW YORK — Shapiro, Bernstein & Co. is the owner of the rights to Mabel
Wayne's "A Dreaem'er's Holi-

day" and not Ingvald Mogul

of the song "Chadaree." The

song was reported in the May 17 issue of Billboard.

May 31, 1969, Billboard
Maybe once a year, one single comes along where everything is right. The song is right. The artist is right. The arrangement is right. The recording is right. 1969 has just filled its quota.

FRANKIE VALLI
The Girl I'll Never Know
(Angels Never Fly This Low)
40622
PRODUCED AND DIRECTED BY BOB CREWE
There are about 50 hot musical talents in this collage.

Like Steppenwolf, Lawrence Welk and James Brown.

The kind of names that will leave their mark on the charts, the kind of entertainers that we call Hot. Regardless of their specialty.

Identify the other 47 and you know what you get?

Fifty individual reasons why, to distributors, the words "GRT" and "HOT" are synonymous.
SUMMER IS A TAPE THING.
In 8-Track, Your Only As Good As Your Catalogue.

We Deliver.
The tape industry is going to be doing its thing with a promotional fling this summer. More and more evidence is accumulating now to make an early verdict: the tape industry is a music maker for the masses.

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

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

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

Retailers and tape duplicators are upgrading the molds and the mints who know what they want and have the buying power to get it.

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

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

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

Just how big the industry has really grown can be seen in this: By 1970, about 11.3 million Americans will own either a tape recorder or a tape cartridge player.

Six years ago, by contrast, cartridge sales were just above the 100,000 mark and cassette sales were zero. In 1969, experts figure sales of cassette recorders will hit 3.4 million, while 1.8 million cartridge players will be sold.

And how fast the tape industry has grown can be seen in this: By 1970, total tape sales should strike the $350 million level, and by 1975 tape sales could account for as much as 40-45 per cent of the total recorded music business.

Total retail volume in 8-track players and cartridges alone in 1968 was about $350 million. Adding the value of player sales, one can project a total 8-track industry of more than $500 million in 1970. Retail sales of 8-track tape in 1968 was estimated at $130 million.

So much for the records sales, but the future is even more promising. And not just for the companies who make the equipment, but for the companies who sell it and the consumer who buys it.

And now the dispute: how many will buy and why.

Tom G. Bass, vice-president of marketing for Lear-Jet, states it this way: "8-track tape sales are of primary concern to the record industry, having established itself and the public with the 8-track system...the eight-track tape system is as close to the perfect engineered system as we can get."

Gall states as a fact: "The 8-track cartridge is designed to do just that. It is developed from a modular system, where the cartridge can be used with the 8-track recorder, the cartridge being a part of the system."

And 8-track and 4-track equipment are both designed to put the music on the tape and play it back, and this is generally conceded to be a factor in the RCA and CBS decisions to enter the cassette field.

But Detroit, Lear-Jet and RCA, among others, feel there is room for each system, each with an appeal to the market for music.

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

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

The big three automobile manufacturers are not to be left out for long. By 1970, Detroit will have standardized on 8-track systems, with a million or more installed in new cars. But how long will it be before 8-track systems are standard equipment in automobilians everywhere?

There is no doubt that the consumer is ready for it. But for the more technologically inclined, RCA released an analysis of the two tape systems given by an eminent psychologist.

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

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

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

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

An RCA survey indicated more than 85 per cent of the auto buyers say they either have installed 8-track in their cars or definitely plan to have it installed after the initial purchase. Detroit, too, is convinced the 8-track system is ideally suited for car use for two reasons: cartridges with continuous loop are easier and simpler to use than cassettes and the 9 1/2 ips speed of cartridges gives them a fidelity not possible with the 1 3/4 ips speed standard on cassettes.

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

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

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

Is there a possibility of standardization—one system to rule them all? Most experts feel the consumer will decide, not the record companies, or the retailer or the recording manufacturers.

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

And it's going to get better.
**The Teen Market:**

**Top Buyers**

**And Now**

**New Duplicators**

The present and the future of cartridge entertainment seems locked in the hands of America's youth. Not only have young people become the major force in the musical market, but they have begun to reap some of the financial remuneration normally paid to the manufacturer and duplicator.

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

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

"A kid can buy the equipment for $100 and in three weeks he has paid for it," says M. L. Munz, who perhaps better than anyone, knows the impact of the bootlegger. Munz, the indefatigable defender of the 4-track concept, paints a rosy picture for the teen-age bootlegger.

"The bootleggers are doing great business and they always will." They have the best selection of material because they pick the top 40 best selling singles off the national chart and their customers pick the 10 selections of their selection. These songs are duplicated in a cartridge sometimes by the kids, while he's at school learning about the financial structure of the country, its industrial complex and the capitalist form of enterprise.

Eight-track blank cartridges are selling like blank cassette tapes. Many times, an eight-track business has always been plagued by the illegal duplicator, who finds orders on rates and is not available on 4-track, but who now sells them at a determined price for starting a business.

Youth across the country discover who their friends' backyard duplicators are and often stock up on their own hit parade type of sampler cartridges. "I wish we could have the kind of cartridge," laments, looking at the Billboard single chart and envisioning kids selecting 10 tunes from the top 40 positions.

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

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

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

The local radio station is one of the major players in this kind of operation. If the artist hits with a hit album, its counterpart tape is sure to gain the nod from teens.

"Geographical location is based on location of the main factory," says the man who knows the market. In Detroit, motor driven kids packed tape stores on Saturdays.

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

"In Detroit, the theorem goes, if the teens are not as magnetized toward spending as much time outdoors all year round and the lack of oceanfront cramps any romantic thoughts of listening to one's favorite performer in May, then a spring tan is in order." The affect of the teen-age with his regular allowance and ineffable appetite for musical entertainment has created the most monopolistic state in the cartridge business. In five years, the cartridge business has been sold out of the infancy stage into the maturity stage, provided by young America, which has supported the system once the number of players came down out of the elite $200 category.

"Teens account for 50 percent of the total cartridge business, estimates Bob Demain, vice-president at Modern Tape Corp., a blues specialty house.

Sales of vintage blues performances which appear on the Modern label hold up well in the Southern and Midwest. There are a few areas where rhythm and blues just doesn't make it. Tape sales in the Midwest have been tanking. Tape sales in Rocky Mountain States, or Pacific Northwest. Blues markets are Chicago, Atlanta, Dallas, San Francisco, New York, Los Angeles, Philadelphia, Baltimore and St. Louis.

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

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

Since boys generally own more cars than girls, boys tend to buy more cartridges. Singles and albums, girls traditionally were the sales leaders.

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

Florida is also a state of universities, and this conglomeration of students is a major factor in turning the area into tape town. "The students are very music conscious in Florida," Hisch says. "There are some who have gotten involved with cassettes because they can record music or speech with the equipment. The kids are very aware that 8-track machinery doesn't have this capability. "Youngsters are aware that the sound quality is improving all the time in the cartridge field. Kids have never been the mass buyers of high fidelity equipment, points out Capitol's Oris Becker, so the sound they are accustomed to is often better than what they hear on their small transistorized radios."

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

The teen set seems to have discovered the cassette system, Becker finds, "Teen age girls are recognizing its alacrity as when 8-track was the newest electronic baby." In the cassette system has one special feature going for it which endears it to teens. A manufacturer can program four tunes on a cassette, and the teen has his oldies but goodies tape for less than $2.

Eight-track duplicators are held back economically in this category. Economics are also a factor in introducing money-conscious youngsters to past systems. Machinery is down low enough for most people to afford. "I don't think a kid will buy an album if he's got a cartridge player," comments Earl Munz. Many tape duplicators, Munz included, promote their wares on rock radio stations because this is when young ears are tuned in.

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

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

But this excitement is prone to wane if the tape counterpart of a hit album is not available. "If the record's cooled off and you're just getting the cartridge," says Music City's Ethan Carlson, "the excitement factor is cut and it can affect sales." Kids are more aware of tape than their parents, the retailer believes. Usually this interest begins when a teen-age comes of driving age. By the time they are 16, they have developed artist loyalties and taste patterns.

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

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

And new hits motivate new excitement.

Shaft. A new moniker of mass appeal pop music keep the teenage buyer on an up-tempo path to his favorite tape dealer. On favorite school turntables."

By ELIO T TIEGEL

MAY 31, 1969, BILLBOARD
Motown Stereo Tapes... for Sound Summer Profits

Nothing Moves Like "The Motown Sound" The Sound of Young America
The sweet sound of money is booming forth from the tape cartridge market to retailers across the nation.

In recent years, interest in both hardware and soft goods have set the volume level for summer sales at a record-breaking high.

So, what are retailers doing to stimulate additional summer sales to cater to the affluent middle-income, young adult found living in Southern California's sprawling freeway suburbs.

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

At music stores, an in-store must be talking, hard look at sales and are now making room for additional tape stock.

And at Muntz, an outlet for the West Coast, a record was set in July, when the company sold its regular radio sales and substituted a message to delay purchase—happy tape coming out to the facility.

It didn't work that day, despite appeals on two teen-oriented radio stations, pledging with tape with more low-priced an appointment," the four-lane installation center again was a traffic jam.

The reason: a 4-track stereo unit regularly retailing at $39.95.

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

The report from key mass merchandisers is that "tapes are not only a summer thing but a year-round happening. And manufacturers are boosting up their co-operative advertising programs and pulling more heavily into the sales area.

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

Player manufacturer Pepsound, along with radio, TV and newspaper advertising to promote their products, has put a portable player available to the teen-age this year, several companies are placing emphasis in equipment giveaways through retail stores.

The teen-age group is going in a big way for cartridge players, and open-reel and tape cartridge recorder, particularly those priced from $40 down, is beginning to come on strong.

Cartridge retailers are showing a wide range of both cartridge and cassette, and with a good business going for them in both 4- and 8-track off-line players—in homes now, as well as in automobiles—merchants here apparently have no reservations about the influx of cassette recorders.

Just how big the player market is in California is evident from the tape retailer by-products.

Next year, White Front, May Co., Sears, and others, may well introduce an even larger inventory in players.

Summer promotions aimed at teen-agers and young adults come right to the point. They stress low-cost units. The White Front Stores, for instance, are advertising cassette tape recorders in their April issue of the in-store magazine.

And look at the player market at $11.96. Concord's portable reel-to-reel recorder at $14.95, a color recorder at $19.95 and a secondary brand cassette recorder at $25.95.

Just how big is the tape market in California is evident from the $6.5 million in sales this past year. Next year, White Front, May Co., Sears, and others, may well introduce an even larger inventory in players.

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THE HITS
KEEP COMING ON
ATLANTIC
ATCO
COTILLION
8-TRACK STEREO CARTRIDGE TAPES!
About the New Tape Cartridge Charts

This issue inaugurates a new weekly series of best-selling charts covering the entire cartrdige market by configuration.

Research to produce these charts was conducted among 1,300 dealers of various types - record stores, specialty stores, department stores, exchanges, tape centers and automotive outlets.

Selected dealers, in rank order, their 15 best sellers based on the most recent week's sales. Points were assigned, while by title, on an inverse point system, with the No. 1 best seller getting 15 points, No. 2 getting 14 points, etc., down to the No. 15 listing which earned 1 point. Points were added, by configuration, for each best seller listing. Rank, as shown in the charts, was determined on total points by each title. Completed responses were received from outlets in 23 different States, with each major region of the country represented. All responding outlets offered 8-track, 75 per cent offered 4-track, and 21 per cent sold 4-track tapes.

The number of positions shown in the charts in this issue are not fixed. They will grow in depth as the number of responses grow and the ranking of ranks beyond the positions shown here matches Billboard's research standards.

Popularity charts are published basically to provide buying guidance for retailers, although they are also used in many other ways at all levels of the industry. Dealers are cautioned not to limit their buying within the narrow range of these charts. Thinner that can be counted on to deliver substantial sales, but there are many other titles in configurations which are in high consumer demand and should be part of the basic inventory. Many of these can be found in the tape cartridge columns of Billboard's weekly Top LP's chart. Thus, for buying evaluation purposes, these two charts supported by Billboard's regular listings of new tape cartridge releases should provide excellent buying guidance for all outlets in the tape cartridge business.

RCA Follows the Sun

RCA Records will be rolling with the theme "Follow the Sun" with musical fuel for its advertising-promotion-publicity campaign for Stereo 8 this summer.

"Although Stereo 8 is in every sense an all-year business, it is true that the number of places where Stereo 8 is sold in the summer months beaches, sailboats, picnic areas, patios and the like," said Mabel B. Green, associate general manager, tape advertising and promotion.

The advertising scheduled in the following publications, with some multiple insertions:


In addition to extensive print advertising, RCA will conduct a comprehensive spot radio campaign in major markets during the summer. Barnett said, "Our past experience has shown us that radio is very effective for cartridge sales," he continued.

Promotionally, RCA is introducing two new display/advertising prepacs, one a 10-cartridge container for "Hair," and the second a 20-cartridge container for associated country cartridges. These have been designed to merchandise product at point of sale. In addition, a header card for store display, the prepac contains a window-counter-wall unit. These configurations are also available. The prepacs have been prepared as a result of the success of four such packs introduced in January for "Oliver!" "Sound of Music," "Elvis" and "Feliciana," and are designed to attract the "impulse buy" in retail outlets.

Superscope Planning Tape Windfall

Sony Superscope will use this summer as a time for development and consolidation of ideas for the launching of the company's line of budget-priced 8-track cassette tapes.

The company is also staffing up its duplicating facility to eventually handle 75% of its production. This feature of these Superscope tapes which will cover all fields of musical expression is its strength. "This is a time for developing management structure. It can go full steam in the fall."

Superscope supposits are created by a large consumer electronics show in New York in mid-June. The company will develop promotions in conjunction with the 500 franchises Sony Superscope dealers in the U.S. "The public will relate our tapes to Sony records," they explained.

To develop their own graphic appearance, the company has created an art department for music products, headed by Mary Scott, formerly of Capitol. Behrens as well as executive a&r producer Jack Wagner are all former Capitol people.

President Joe Tooze has a set of $3.95 list for his tapes which will present a good sampling of his original piano rolls as recorded on the Welte version. These "Keyboard Improvisations" performances will be augmented by other classical tapes as well as a full line of pop products.

Amplex Aims at Teens

While continuing the monthly releases throughout the summer months, Ampex will also mount an extensive consumer campaign at the Teen World's Fair, beginning at the New York Coliseum May 15 to 17. Ampex campaign manager, James W. Johnson, explains marketing man Bob Behrens.

Superscope will unveil its pre- recorded music at the consumer electronics show in New York in mid-June. This will provide the impetus for a consumer sales campaign that will continue through the summer, backed by heavy trade and consumer advertising on all configurations.

In addition, a special promotion on cassettes and micro cassettes will be mounted for distribution and dealers at the Consumer Electronics Show at the Hilton Hotel, New York, June 15. Ampex are currently compiling details for a new concept for micro cassette packaging also, which will be unveiled at the Hilton Show.

Ethnic Goes to College

Ethnic Tapes, a subdivision of Roulette Records, is planning to enter the college market with its new series of authentic African music cartridges. Richard Gur- leck, sales and promotion chief of the operation, said there has been a recent spurt of African product in the New York cartridge market. Biggest seller, of course, is Spanish language cartridges.

Ethnic Tapes, with 165 titles offered in 8-track, has been growing and Gurleck speculates that there was a chance of product being released sometime in the future on cassette.

The New Tape Cartridge Charts

This week—see this page

T-8 Summer Is a Tape Thing

MAY 31, 1969, BILLBOARD
SUMMER IS A TAPE THING

only NAL offers you super stereo 8 sound with twin-pak economy (all at the price of a single cartridge)

For the name of your nearest NAL Distributor contact:
NORTH AMERICAN LEISURE
1776 Broadway, New York, N.Y. 10019
or phone collect (212) 265-3340
Capitol Goes to Airwaves for Tape Promotions

Capitol has bought time on the ABC network's 'Good Morning America' for the upcoming moon shot to promote its tape products. The heavy promotion will expose Capitol's cassette and 8-track titles before the major national audience for the first time in the broadcasting industry.

Capitol is positioning itself for the coming warm weather months for a series of promotions for cartridge music. Merchandising manager Harry Hirsch and his new and exclusive formulation the company has also bought time on three national TV shows, "Dating Game," "Let's Make A Deal" and "Newlywed Game" promoting Capitol Records.

"These are shows catering to young people," according to Richard Ponsel, Capitol's marketing manager. "We're trying to attract audience for tapes and players."

Capitol is eying the college market and a new, untapped area for tape exploitation. Capitol's recent cassette exposure promotion was geared towards reaching the college market and there are plans for a rock music promotion for cassette titles in either April or September. The company is very enthusiastic about the addition of additional money being planned for the next fiscal year.

Liberty Hot With Exploitable Items

Liberty Stereo-Tape has three major items to exploit this summer.

First is its national expansion of its big little cassette line, which has been field-tested on the West Coast. Second is the debut of its own "pick pack" cartridge holder and third is the advancement of its recently-introduced "Move Music" series of promotions.

June is the launching date for the national sale of $1.98 cartridges. The tapes are designed to offer top hits by an artist. "We have found out that there is a demand for a market for a $2 buyer," reports sales manager Charlie Brattan. "Big little cassettes are very appropriate because of the large number of portable machines on the market."

Twenty new big little cassettes will be offered in June, with another 10 planned for July.

Liberty calls the release of its own designed cartridge holder for 8-track tapes an experiment. The container is being built by an Omaha manufacturer and is a key ingredient in a promotion centered around the new Johnny Rivers "Touch of Gold" and Fifth Dimension "Aquarius" tapes.

Liberty's package has a look top instead of a heat seal. The package is black in color with a hand pointing to the open window through which the customer sees the tape.

The program whereby an account receives a browser bin and a number of tapes is tied into the rush-release of these two titles.

The browser box for the special tapes is 13½ inches wide, 6¼ inches high at the front, 8¼ inches long and 19¾ inches high at the back with a header card. These header cards may be changed to use with other merchandise.

Liberty will pre-pack the River and Dimension tapes in the holder, but after that each store will be responsible for assembling its own packaging.

Liberty's pick pack measures 4¼ by 12 inches and can fit in a 12-inch browser bin. The black, plastic package is designed to offset the artwork of the cartridge.

The company will release four additional titles to its "Move Music" series, including its first "Rock on the Move" program.

A large two-piece display will be offered as a sales stimulus for this series.

The tape division is preparing more merchandising and sales programs than ever before, adds general manager Earl Horowitz.

Fantasy Sees Sales Tripling

By GEOFFREY LINK

Fantasy Records expects to at least triple its tape offerings by the end of the year, according to Ray Masters, Fantasy's director of sales.

Fantasy has about 25 selections available now and it will add two new titles a month. With a spate of fall releases, the firm will have 75-100 LPs on tape by the end of December.

"Eight-track is far by the leader," he continued, "and the Creedence Clearwater Revival is Fantasy's best seller, with tapes representing over 20 per cent of LP sales, which on 'Bayou Country' is 400,000 so far."

Fantasy does its own distributing through 30 record distributors, Zentz said, but it also has a deal with Ampex, which sells tapes to electronics houses.

Nationally, Ampex sales about double Fantasy's. In California alone, Fantasy sells more than 10,000 tapes a month.

Ampex is buying radio time to promote the Creedence tapes, plus it has commissioned posters, Zentz said, but Fantasy doesn't have any plans to duplicate Ampex's promotions or do any of its own.

Zentz predicts that the "tape market will come close to doubling when the new cars are out in the fall."

Fantasy began offering tape two and a half years ago, with only five-six selections, mostly 4-track and open reel. This May, Fantasy released tapes by Charlie Mingus, Billie Joe Bectol and Cal Tjader.

May 31, 1969, BILLBOARD
BILLBOARD launches the first industry-wide promotion to make Summer a Tape Thing for everyone—manufacturers, dealers, consumers!

SUMMER IS A TAPE THING is more than an exceptional issue for your advertising message. It’s the perfect vehicle for tape and tape product merchandising—The way to move tape off the shelves!

Peter Max, whose designs have revolutionized the American poster industry, has created a full-color cosmic 24" x 36" art presentation based on the theme, SUMMER IS A TAPE THING.

This outstanding Max original is part of a merchandising kit that includes logo strips and ad mats, the entire package is available to Billboard readers for only $1 per kit. Extra posters for your dealers are also available at volume prices.

Make TAPE your SUMMER THING—and join in this industry-wide promotion. For the "SUMMER IS A TAPE THING" kit, and extra Peter Max posters, just fill out the order form on this page.

---

Yes! SUMMER IS MY TAPE THING!
Enclosed is a ( ) check ( ) money order in the amount of
$__________ for the following:
$__________ for ______ kits at $1.00 per kit
$__________ for ______ extra Peter Max posters at 60¢ each

Name
Firm.
Address
City__________ State__________ Zip

Ron Carpenter, Billboard Publications
165 West 46th St., N.Y., N.Y. 10036
Enthusiastic Decca Support

The tape market has received enthusiastic support from Decca Records. As unequals enter the majors to enter full line in the rapidly increasing corded entertainment field, Decca's continuing its efforts in the summer months.

The Decca cassette lines now number 344 titles, and in 8-track titles over 564. In support of the June country market, the label will advertise its cassette catalog and 8-track catalog. Its 8-track catalog will run in June publications, act.

Budget Line

...will be unveiled July 1 for the national sales meeting in the middle of all ITCC executives along with a major promotion and a missed cartridge program featuring 25 titles and a rock and roll program featuring 25 titles.

Decca recently announced that the country music program would draw from such as Starday, Musi, and Stop, while the rock and roll program would depend on Bud Scepter, among others.

In addition, ITCC will be the focus of promotion this summer. Little Darlin' Records will bring albums, 8-track cassettes, and reel-to-reel product.

For details on free sales-boosting merchandisers and the new 1969 reseller "Program for Profit."
FROM MUNTZ:
THE WORLD'S BEST SELLING BOOK!
(Get your copy now . . . it's got a full-color cover and it's free.)

The 4-track Cartridge King stocks it to you with a great new catalog of hit product. Great stars! Great labels! Great sales!

ABC — AMY — APPLE — BELL — BLUESWAY — CAPITOL — COMMAND — CRESCEPDO — DIRECTION
DOT — DUKE — DUNHILL — ELEKTRA — FERMATA — FONTANA — GORDY — HICKORY — IMPULSE
MERCURY — MONITOR — MONUMENT — MOTOWN — NONESUCH — PAGE ONE — PARAMOUNT
PEACOCK — PHILIPS — PHILLY GROOVE — PLANTATION — PROBE — REPRISE — REVUE — ROULETTE
SHELBY SINGLETON INTERNATIONAL — SMASH — SOUL — SOUND STAGE SEVEN — STEED — TAMLA
TETRAGRAMMATON — TRX — UNI — VANGUARD — VAULT — WARNER BROS. — WESTMINSTER
WHITE WHALE.

The Originator of the Cartridge Concept
The World's Largest Library of Stereo Cartridge Entertainment
7715 Densmore Avenue • Van Nuys, California • 213 989-5000
NO. 1...PERIOD
Musicassettes go places

Pre-recorded music in handy, compact cassettes. Music to take along, wherever you go. Music to match your moods, music to suit every situation. Choose from over 6000 titles. Top talent, top entertainment… top labels!

Yes, the music cassette, developed by Philips has been adopted by all major recording companies.

Why?

Because of its many, unique advantages: Familiar E.P. and L.P. length. Big sound in a tiny cassette, no larger than an ordinary pocket-diary. Sealed against dust, grime and scratches Conveniently lightweight, easy to store and easy to use. Recorded in stereo, also playable on mono. Fast forward and rewind for easy selection of your favourite number, anywhere on the track.

On sale at record-stores all over the world.

It's the same system, that's so popular with millions of recording fans. Compatible with a wide range of Philips portable or home recorders and players. Make your own recordings if you want!

Stereo on wheels

Now, Philips stereo-players or de luxe radio/stereo-player combinations, specially developed for your car. The full satisfaction of stereo sound, while you drive.

Keep a musical library in your glove-compartment. Simply slip a music cassette into your dashboard player and you have music to brighten routine journeys, music to shorten the route or to relax by. It's the latest idea in driving comfort!
Tender Loving Care.

Dubbings processes more than 50,000,000 feet of tape per week . . . and every foot is handled with the kind of care that results in a perfect product. The most modern automated duplicating, editing and loading equipment are only part of the story. Add to that precise quality control, and you know why Dubbings is today's leader in meeting the growing demands of the entertainment industry for compact cassettes, 8-track and reel-to-reel. Learn more about the unique facilities of Dubbings . . . write for a copy of our new facilities brochure.

Sound thinking . . . leads to Dubbings.
Summer High Seen

The Washington, D.C., retailers' plans for promoting and stimulating summer tape sales seem to be largely expanding the display area, buying more tapes, providing whatever safeguards possible against pilferage—then just opening the door wide, and letting the tape sales ride to an anticipated steady summer high. None interviewed had any particularly ambitious promotional schemes—all planned to include tape, featuring cassettes and 8-track, in their regular schedules of newspaper and/or radio advertising.

The retailer confidence in the irresistible sweep of tape into the recorded music market was without a single exception—whether the interviewee was head of a section of a large department store, an uptown or downtown record dealer, or a specialty store dealing in books and tapes, or a mail-order operation. In each case, too, they remarked that as tape sales had gone up, so had record sales.

There was general agreement that cassette sales were making great strides in catching up with 8-track. There was less agreement on whether tape sales would cut into record sales, or to what extent. Some said this would become clearer when technology brings down tape prices to the same or lower cost than records.

All the retailers interviewed were satisfied that the public is already very knowledgeable about tape in cartridge and cassette. This was thanks in part to some manufacturers' hard work in promotion of tape per se, and thanks to the young who are already tape-oriented, and rapidly converting a rising percentage of the adults. Credit goes, too, to the tape characteristics of easy handling, safe and space-saving storage, constantly improving sound on the cassette and cartridge, and all around versatility.

Graduation season is expected to be an automatic promotion for the summer tape sales, with players and receive gifts as a most wanted graduation gift. (And all are looking forward to a bonanza in sales with fall college commencements and Christmas gift.)

Retailers here are basking in the prospect of larger summer turnover crowds than ever before, a burgeoning youth market—particularly for the inexpensive, recordable cassette tapes and players—and a college set that will treat tape as entertainment. To say nothing of a market that includes ear and outdoor as well as indoor use.

The joy of a product that sells itself means a temptation to let it go on doing its own work, but the danger is for the non-promoter to be elbowed out by the store that knows how to sell itself and its services along with a suddenly, startling successful new product.

But (with this writing in this area) the majority of the retailers are a little too sure of the upward sales curve for their own, and the tapes' own good. They may be selling themselves short for lack of the nourishing extra that could add even more startling momentum to the growth. They, doubtless could use the elbow-jogging gimmicks, for instance, of poster-charmer Peter Max, part of the Billboard promotion of the new "Summer Is A Tape Thing."

Modern Has a Flair
For Summer Sales

Modern Tape will release new titles June 10 in both its Flair 30 and 12 Original Artists Oldies Hits lines as its first warm weather promotion.

There will be three new oldies tapes bringing that catalog up to an 18 title high. This material sells for $9.98 in 8 and $9.98 in 4-track. There is no cassette representation for the vintage hits.

There will be 12 new Flair tapes (retailing at $3.98 in both 4 and 8-track), for a 24 title catalog.

A Flair low pilferage merchandiser will be offered in conjunction with the release of the new material. The unit is like the Reco holder which fits into a 12-inch LP bin, only Modern will manufacture the cardboard holder itself in its Los Angeles factory. This outer case will come in red and black.

Jobbers will be able to specify this 12-inch holder or the conventional 5-inch holder, says Modern vice-president Bob De main.

For its oldies series, Modern has designed a black and gold holder with a round diecut to give the impression of a gold record. This is a departure from the standard square viewing window.

The Modern emphasis is on repackaging its vintage blues material, although the Flair line has a broader scope of pop and jazz product.

There are 128 titles in the Modern Tape library, 27 in the Modern/Fax party line and the oldies and Flair lines.

"We expect an extremely strong summer," summarizes Demain in Chicago. "We expect it to go continue strongly through the first of the year. I don't see any back slide over the summer months that we have been used to seeing with records."

Paramount Stereo Tape-
A 'Unified' Image

A new Paramount Stereo Tape line will be unveiled this June encompassing product from Dot, Alca, Steed and Paramount Records. Approximately 150 titles will be released within one year in 8-track and cassette, reports Paramount's chief music executive, Arnold Burk.

The only Paramount-owned label which will not henceforth be merchandised under this new logo will be the Stax/Volt line in Memphis.

Paramount Stereo Tape will release 37 titles in both the cassette and 8-track formats in June. A $6.98 price will cover both configurations.

Wally Peters, who joined Paramount Stereo Tape May 19 as operations director, will be in charge of developing product. A major campaign will be initiated to publish the establishment catalog for material for cartridges. The initial 25 tapes released on Dot last January will be re-released under the new Paramount logo.

A series of soundtrack tapes will be developed, as will be a variety pack program. Peters was instrumental in developing variety packs at Liberty Stereo Tape.

There is a possibility that a series of variety packs may be developed culled from the Dot catalog and then released as albums. There are over 500 titles in the catalog from which to select repertoire.

Paramount has devised new black box packaging for its 8-tracks and cassettes. Four-color artwork highlights the casing itself.

Each of the company's 13 record promotion men are being given an education course in the tape business and will henceforth promote both tapes and records.

The tape business is moving so rapidly that work is motivated to predict: "In one year tape sales can account for 25 per cent of our music business."

MAY 31, 1969, BILLBOARD
Do you have all that it takes to profit in the tape business?

ITCC Does!

These 10 hit tape cartridges are available exclusively through ITCC.

International Tape Cartridge Corporation
1275 Bloomfield Avenue
Fairfield, New Jersey
(201) 228-1050
Hot Tape Sales Predicted for Washington's Summer

By MILDRED HALL

Here is a rundown on what individual retailers here think of their prospects for summer sales in the lively tape market.

Herb Fribush, buyer for three Washington Super Music City stores says sales of 8-track and cassettes are growing bigger all the time. Their stores will be stocking heavily for the summer, and continue their advertising in all media—including the backs of theater-ticket envelopes.

Fribush, a veteran of over a decade in the recorded music business, says the 8-tracks are still ahead in Music City stores, but cassettes are catching up this summer. The young set particularly has boosted the sales of cassette tapes and the easy-carry, inexpensive players—but all ages are buying the 8-track for car use and home use.

The higher-priced newcomer cassettes by Columbia and Victor come as no shock, to Fribush—and he expects them to sell well even if they are priced somewhat higher. (“We are used to higher prices from these two companies—Broadway shows, classical and light classics and even pop singers have generally cost us more on these labels.”) He expects them to sell well to the young set because “these kids really have the money.”

Advertising Tapes

However, the higher price for tape in general has held back sales somewhat, together with the lag behind record release dates. The lag is rapidly being overcome, which adds to good summer prospects. When Super Music first got into tapes, there was too much old catalog, but “now they are in the mainstream of meeting record release dates.”

Another plus for the retailer in the “good job” some companies are doing in advertising tapes, and educating the public. The more educated the public, the more sales rise because the tapes are easy to store, easy to play, have better recordings, and there is less wear and tear on cartridges. Fribush says they find very few of the kind of defects that first plagued earlier tape products.

Super Music, like others in the Washington area, finds the 4-track fading fast, and reel-to-reel going out with it, among their particular cross-section of customers (downtown, mid-town)—so they have discontinued the open-reel entirely, except for a few select models.

The only fault to be found with the 8-track and cassette cartridge is that they are playing too fast for manufacturers to catch up with the sales. Super Music has carried 8-track for about a year and a half, and cassettes for 6 months. Fribush feels conventional records are safe for at least another 5 years from serious competition from tape, partly because tape prices are high. In any case, he does not foresee any fast phase-out for records—the record and tape sales have both maintained their supergrowth with no slowdowns in sight for this particular summer—unless there is a repeat of last summer's rioting.

Waxie Maxie

The District's famous rhythm and blues and jazz retailer, Waxie Maxie Silverman says his in-city Quality Music store is having very good sales of 8-track and he expects it to go right on through the summer. Cassettes are selling so well the veteran retailer expects they will “be the big thing”—but in his downtown store they amount to only 2 per cent of tape sales as yet, and have not begun to catch up with his 8-track sales. The 4-track is “just about finished.”

He feels a really big display is needed to give the sales push it needs. (He advertises consistently on radio, and in newspapers, but like others in the area, was not as of this interview, planning any special summer tape promotion.) Quality Music is selling “everything” in the 8-track, although Waxie Maxie specializes in rhythm and blues and pop. He sells a great deal of country western on tape, too.

The small record store, he pointed out, can't show enough tape product—they may average up to 200 tapes at best—and this can mean that in a category like Country and Western there may be only 10 tapes—not representative enough to build on. The store that can stock five to ten thousand tapes, across the board and in depth, has it made. In his Rockville store, Waxie Maxie says he has a bigger display, wider selection, and tape should pull well this summer.

He mentioned—as did others—that while 20 per cent of sales are in tape now in his stores, the record sales have gone right up with the tapes. If tapes do overtake records, Waxie sees no problem: “The companies will simply phase out the conventional records gradually, as they did with the old 78 speeds, and move their recordings into tape. After all, if a record company is making two million a year in records and tapes—and can make three million in tape, they'll be perfectly happy about that!”

"Pilferage" Proof Racks

Pilfering is a problem, particularly with the cassette cartridges. The blunt and forthright Waxie is not too impressed by manufacturers' pilfer-proof rack that requires unlocking of the tape. "Thieves can get them out anyway. We put ours in a case, under lock and key." He spoke of other companies that furnish a fair-sized carton with a plastic front to allow self-service but said "They can break them out of the box and slip out with them."

Waxie, who lost his famous 14th Street, ghetto-area store in the riots last year, has been philosophical about pilfering—which will probably increase in the summer with all the kids out of school. "There's no doubt that if tapes could be merchandized like records, people could pick them up, touch them—they would sell more. In any case, there will always be a

(Continued on page T-22)
That's right... ask the entertainers... they'll tell you... for the no. 1 stereo sound for Car, Boat or Home... it's Automatic Radio. Ask them... they'll tell you that Automatic Radio makes the only complete cartridge stereo entertainment centers. Like the GES-8111 for your car. It plays 8 track or 4 track with Gidget*. Or converts to FM radio when you insert the Exclusive FM Radio Pak Tuner cartridge. Ask them... they'll tell you how the TapeDek Convertible fits neatly under the dash and slides in and out of its own theft-proof locking bracket... to go where you want it to go.

Ask any entertainer... he'll tell you about the fabulous quality of sound from Automatic Radio's Home Entertainment Centers that play all the cartridges and even have built in stereo multiplex. Ask them... and they'll tell you about cassette recorders and players... 8 track portables... portable tape recorders... and much more.

All this plus Automatic Radio's fabulous National Advertising program. A program that includes LIFE MAGAZINE, ESQUIRE, and SPORTS ILLUSTRATED. Plus NATIONAL TELEVISION... the SATURDAY-SUNDAY TONIGHT SHOW starring JOHNNY CARSON on NBC TV.

So listen to the ENTERTAINERS. Sell the no. 1 stereo... Stereo from Automatic Radio.
Let audio put you in the tape duplicating business

A full program with all Audiomation equipment, installation and training, for top quality hi-speed operations.

THE TELEX 811R RECORDER/PLAYER revolutionizes the 8 track stereo tape cartridge market.

STUDIO-QUALITY engineered for professional recording of classical and contemporary music.

FOUR LOGIC CIRCUITS—two in the record mode allow choice of auto-stop at end of any single program or at end of fourth program. Two additional logic circuits in the play mode for choice of auto-stop at end of fourth program or continuous play.

RECORD/PLAY FEATURES include record gain controls for left and right channels, VU meter, meter switch for left and right channels, logic selector switch, record interlock, record indicator, manual track selector with numerical program reference and on-off pilot light.

PROFITS from TELEX are easy. Five models to sell—all manufactured by America's oldest name in the cartridge industry.

811-R is not just another 8 track play thing
- the R stands for RECORDER

811W complete system
811P portable
811A pre-amp
811A/3 amplifier

Continued from page T-20

...certain amount of pilfering—
even the biggest stores here have big losses. You have to
count it as a business expense,
in my opinion."

Waste Mix, like most of the
tape retailers, sells cassettes and
8-track players but they do not
get the more costly kind. "The
kids love the tapes. They can
stuff their pockets with enough
cassettes to give them music for
hours on their players. And then,
with Polo coming out with a
cassette player in its newer
models—this will spread. I feel
that eventually the cassettes
might knock out the 8-tracks."

Youth Market

The big downtown department
stores, as expected, have not
kept pace with the music recording
specialist retailer. But they are
moving fast.

The Hecht Co.’s Mel Fry, who
has just taken over the tape op-
eration there, says cassettes are
making strong progress toward
catching up with the 8-track in
Hecht’s downtown and suburban
stores. (They have been
in cassettes about a year.) He
expects that in the summer, they
could be reaching equal sales,
and sales of both the 8-track
and cassette cartridge are ex-
pected to get bigger in the fall.

About 75 per cent of their
tape customers are in the young-
age group. Hecht is a very ag-
gressively youth-oriented store,
uses heavy newspaper advertis-
ing but no other kind so far. It
prides itself on keeping one
jump ahead in whatever is
swinging with the young and
young-marrieds and the young-
misfits among more mature age
groups

Hecht has more faith in the
pilfer-proof holding racks that
lock the cartridges in, while let-
ting the customer browse
through titles — but just the
same, some of the displays are
locked in behind glass.

Perhaps naturally, tape-buyer
Mel Fry sees a very definite
hike to come out of record sales
by the tapes. He does not expect
to see records knocked out al-
tagetogether by any means, but he
sees the move to tape buying
in "all fields—not just in the
younger pop music."

At ’Woodies

Another, somewhat more con-
editional and traditional
downtown department store, the
famous "Woodies" (Woodward &
Lothrop), had something of a
lag in getting proper display
space and pilfer-proof lock-in
trakcs for its downtown and sub-
urban stores. But says Frank
Wright, in charge of buying pre-
recorded products in the store
that are provided with the right
fixtures, the sales keep picking
up at a fast rate.

Wright expects that as the
store’s display areas and tape
departments are readied and
stocked, the summer sales will
keep right up. They will do
some advertising during the
summer to help it along. The
demand for cassette in stores
where the stocks were not yet
ready, "was very noticeable."

Record sales have been going
up right along with the tape
sales, at Woodward and Lo-
throp’s, and based on orders,
Wright sees no evidence as yet
of tapes eating into record sales
but expects to find out more
about this trend as the stores
become fully equipped and all
demand for cassettes, as well
as the well-stocked 8-track, will
be met.

Uptown, at Dan Danziger’s
plush Connecticut Avenue Disc
Shop, summer prospects look
good. Mike Framer, in charge
of tape product, says, "Tape sales
are pulling very well — more
every day in cassettes and 8-
tracks. The new car owners and
the fact that more people are
out in their cars in summer, has
pushed the 8-tracks steadily up-
ward." Also, Washington is hav-
ing a heavy tourist influx, and
the tourist and convention trade
should keep things rolling.

Not Hurting Records

The Disc Shop buyers are
all ages—the store has a solid
inventory in classical and mood
music as well as newer pop
music on tape. Like most record
and tape retailers in the area,
they also sell tape players and
cassettes, and help the cus-
tomers stock up for their new
players.

The tapes are not making a
dent in record sales at the Disc
Shop. Framer feels that for
classical music, and for spotting
individual passages or songs.
the records will be solidly en-
trenched "for a long time to
come."

This means that more perfection and selection in
recordings, and until the prices
meet those of records, Framer
believes the records will
more than hold their own.

The Disc Shop customers are
"very knowledgeable" about
tapes, these days. The store
does not put out tape adver-
tising per se, but it mentions
having tapes in its advertising
in newspapers and on TV or
radio, when advertising its rec-
ord sales. He mentioned the
dollar-higher cassettes being
launched by Victor and Co-
lumbia philosophically. "After
all," he said, "can you name
one thing where the price is
not going up?"

The Georgetown Record
and Book Shop, owned by John
Long

(Continued on page T-26)

MAY 31, 1969, BILLBOARD
We've got the guts!

We leave nothing out. We make our Compact Cassettes exactly like Philips. (They spent many years and millions of dollars to design the Compact Cassette. And you know they're right.) We won't substitute a single part. We won't put stationary pins where rollers are required or paper liners where curved lubricated polyester is needed. And ordinary steel isn't substituted for Mu metal. Nor do we just snap a cassette together, we use screws or sonic welding. And we've also changed to the latest Philips development in pressure pads. We even manufacture the magnetic tape right in our own plant.

We keep quality control going all the way; making 22 tests before each cassette is “Certify-Tested” and then we back all this up with an unconditional Lifetime Guarantee.

AUDIO MAGNETICS CORPORATION
The Magnetic Tape Merchandisers
14600 So. Broadway • P.O. Box 140 • Gardena, Calif. 90247 • Phone: (213) 321-6841 • Cable: Maptape
Must be Jelly, 'Cause the Tape Don't Jam
You are now in Anti-Jam Chamber No. 1 (please watch your head).
Should this cartridge be shaken or dropped, we would be critically injured, but
the supply side of the tape would feed smoothly on.
Same for Anti-Jam Chamber No. 2, except that's the take-up side
and there's another guided tour in there now.
Let us proceed to the other exhibits:
No-bind platform and hub; tapered Delrin cam post;
molded silicon pressure roller with wraparound guard;
and the continuous surface of the outer case
where you will be able to see
wraparound labeling and buy souvenirs.
Free brochure for anyone who doesn't
trip in the deep-molded fingertrips.
Is this Kraco Kassette an auto stereo, dictating machine or tape recorder?

Yes.

...and you better believe it! Having fabulous stereo sound in an automobile is one selling point. Having a unit that can be used for both listening and dictating is another nice feature. Now, when you consider that this Kraco Model KS-999 is the finest cassette auto stereo that accepts the cartridge in the center of the unit, well, now you've got something to really sell. How many business men would like to have an entire unit like this to make notes or reports while they drive the highways and still be able to listen to their favorite music?

Kraco also has attractively designed display units, at right, that are available to dealers on a special low cost basis. We think you know how huge the market is out there, as a wide or phone on for more information on this new competitively priced, easy to demonstrate and sell Kraco Kassette Auto Stereo system.

Finebilt presents the mul-típ’ ó-tént 69-5

A versatile new system for the precise high speed duplication of 4-track, 8-track, cassette, reel-to-reel or Playtape...5 positions in one machine!

Webster defines multipotent as "having manifold power, or the power to do many things."

The Finebilt 69-5, by any definition, qualifies as a super duper.

Here are just a few features:

- Produces 2000 units per 8-hour shift.
- Quick 10-minute format changeover...thanks to Finebilt’s exclusive "plug in/plug out" head assembly.
- Vace engineering throughout. Electronics are solid state and plug-in.
- The single self-contained unit occupies just 1½ sq. ft of floorspace.
- No installation required. The 69-5 rolls on casters to any position—plugs in as easily as an electric shaver.
- Smaller original cost, minimum maintenance and operating cost, plus matchless performance, make the multipotent 69-5 the unduplicated duplicator.

Special Hollywood Preview

See the 69-5 TODAY!

Visit us anytime between 9 a.m. and 5 p.m. this week, and get an exciting first-hand look at the multipotent 69-5.
Baker's Dozen Sale! gives you an extra $6.98 of bread

GET 1 FREE CRT TAPE WHEN YOU ORDER 12.
Or 2 tapes free when you order 24, or 3 tapes free when you order 36. Get the idea? There's no limit to the extra profit you can cash in on—except that the sale ends June 30th.

Call Toni Tape collect at our office today to get the complete details on this GR.T sale. Bread is bread baby, and that's what we all need to eat.

NUMBER TITLE AND ARTIST
ABC1892 CANDY—Original Soundtrack
ABC2854 BEST OF THE IMPRESSIONS
ABS654 TUNE FOR LUV—Young Americans
ABS675 I'M ALL YOURS, BABY—Ray Charles
ABS692 YOU GAVE ME A MOUNTAIN—Frankie Lane
ABS5871 DIZZY—Tommy Rex
ABC1921 NEIL DIAMOND'S GREATEST HITS
BCL6540 GREATEST STANDS—The Beatles
BL3 OUTTA SEASON—Joe & Tina Turner
CA08821 MOORE BROTHERS—Soul—Barney Lewis
CA08922 ALWAYS TOGETHER—The Dells
DUN9922 FALL TO THE FIRST GOLDEN ERA—Mamas & Papas
DUN9829 STEPPENWOLF
DUN9637 STEPPENWOLF THE SECOND
DUN9947 GOLDEN GRASS, THEIR GREATEST HITS—The Grasses
DUN9948 3 DOG NIGHT
DUN9952 LOVIN' THINGS—The Grassroots
DUN5053 AT YOUR BIRTHDAY PARTY—Steppenwolf
DUN5055 BURLEIGH, LOVEMADE FOR MAMA—Mama Cass
DUN10958 ALABAMA NIGHTCRAWLERS—
DUN11063 A TREASURY OF GREAT CONTEMPORARY HITS, Vol. 1
DUN14026 A TREASURY OF GREAT CONTEMPORARY HITS, Vol. 2
EV5920 PATTY CLINE'S GREATEST HITS
KAP5330 GOLDBERG HITS—Patti Williams
KNO5030 SAY IT LOUD, I'M BLACK AND I'M PROUD—James Brown
MID5000 ROY ORBISON'S GREATEST HITS
MIN10056 BOOTS WITH STRINGS—Boots Randolph
NIV9004 ALL MIGHT MIXERS
PL151 HARPER VALLEY P.T.A.—Jeanne C. Riley
PL2 YEAREDS AND YESTERDAYS—Jann C. Riley
RA99419 GALAXY—Lawrence Welk
RG94123 CRIMSON AND CLOVER—Tommy James
SC6655 GOLDBERG HITS, Part 1—Diane Warwick
SC7035 PROMISE, PROMISE—Diane Warwick
SC7937 SOLID—Diane Warwick
UN72343 BUILD ME AN OVERJUMP—Foundations
WHE7345 THE TURTLES' GOLDBERG HITS

TAPE DISTRIBUTORS OF AMERICA

T-26 Summer Is a Tape Thing
Our tape thing...

Helps you do your sales thing.

Stereo-8 cartridges now available featuring:

Andy Kim          Hamilton Streetcar          Lalo Schifrin
Brian Hyland      Colours                   Count Basie
The Illusion      Mount Rushmore            The Mills Brothers
Womb              The Sound Symposium         Leonard Nimoy
Bugsy             The Anita Kerr Singers      ...and others
Mint Tattoo       Billy Vaughn

Stereo cassettes coming soon.

Call your local Dot distributor for immediate stock.

PARAMOUNT STEREO TAPE, A DIVISION OF PARAMOUNT PICTURES CORPORATION
sell them all

it's easy with ampex stereo tapes!

Whoever they are—whatever they're listening to—folk, rock, pop, jazz or classical, Ampex has it all. And it's available on Open Reel, 4-Track Cartridge, 8-Track Cartridge, Cassette, and the exciting new Micro-Cassette for on-the-go portable cassette players.

Every kind of music moves today, and Ampex provides you with it all—the greatest labels, the best-selling artists, the newest releases. Make Ampex your prime source for pre-recorded tapes!

Move with the sounds of today...sell them all with Ampex Stereo Tapes. Contact your Ampex distributor or write to Ampex Stereo Tapes.